# ELECTRICAL WHOLESALING

Formerly *The* Jobber's Salesman

JULY, 1932

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**JEFFERSON UNION RENEWABLE FUSES**

# ELECTRICAL WHOLESALING

Formerly *The* Jobber's Salesman



E. T. ROWLAND, Editor



JULY, 1932

Volume XIII Number 7


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## THE MAGAZINE OF ELECTRICAL DISTRIBUTION

ELECTRICAL WHOLESALING is a magazine for both executives and salesmen of electrical wholesalers and specialty distributors.

For 12 years the editorial efforts of THE JOBBER'S SALESMAN have been directed to sales and management problems of electrical wholesalers. This service is now continued and extended by ELECTRICAL WHOLESALING.

Also, with a keen appreciation of the problems facing the electrical specialty distributor, ELECTRICAL WHOLESALING renders him a specialized editorial service in the Appliance Distribution Section.

The news columns, always an important feature of THE JOBBER'S SALESMAN, are now extended to include specialty distributors as well as electrical wholesalers.


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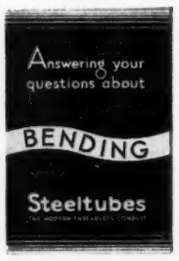


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# No More Big Jobs

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So said Charles F. Kettering in his speech before the N. E. L. A. convention. And he might have stated that in our electrical section of this construction camp we are sitting around waiting for somebody to start another job going.

We are waiting for the government to do something, or the building industry to do something, or the banks to do something, or the national associations of our industry to do something. Something big and broad and country-wide in scope, that will create big wiring jobs and revive such a demand for pipe and wire and wiring material, that will bring this important part of our business back to a profitable level.

WAITING is not going to bring it back. Big jobs will be scarce for a long time to come. But there are millions of small jobs to be sold and these millions of small jobs exist, in impartial proportion, in every city, town and village in the country. Nor are they dependant on new building. For every wired home and store and garage and theatre and filling station and dog stand needs, and can be sold, more wiring.

The fact that all our wiring is inadequate is familiar to every electrical man. Isn't it time that we set out to turn this potential market into actual business? The need is there: The public needs the wiring, the wholesalers, contractors and manufacturers need the business, the utilities need the load that better wiring brings.

But to break open this great market there is another and a greater need: The need for leadership. This needed leadership will not be national in character. National campaigns for selling additional wiring have never got beyond the talking stage, and today, they are utterly out of the question. Leadership must and will be local. The selling problem is a local one and each community can organize its own program and put its own men to work carrying it out.

AS conditions stand today, the wholesaler must take this leadership, sponsor the idea, initiate and direct the work and bring all the local interests together in practical cooperation.

If the wholesaler will not take the leadership it is unlikely that anyone else will—or can. The situation is a challenege, therefore, to the vision, the courage and the ability of the electrical wholesaler who is today the key man locally of the electrical industry.

Howard Ehrlich

PRESIDENT

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ELECTRICAL WHOLESALING
Formerly "The Jobber's Salesman"
Volume XIII JULY, 1932 Number 7

# The Electrical Contractor versus The Plant Electrician

THE practice of electrical wholesalers in selling direct to industrial plants has long been a sore spot with many electrical contractors and it must be admitted that there are two sides to the question. Many industrial accounts are unprofitable to electrical wholesalers because their purchases are decidedly spotty and their volume over a period of months is not large. If such industrials (and they probably comprise two-thirds of the total number of plants) were served through electrical contractors, this business would be secured at far less cost to the wholesaler.

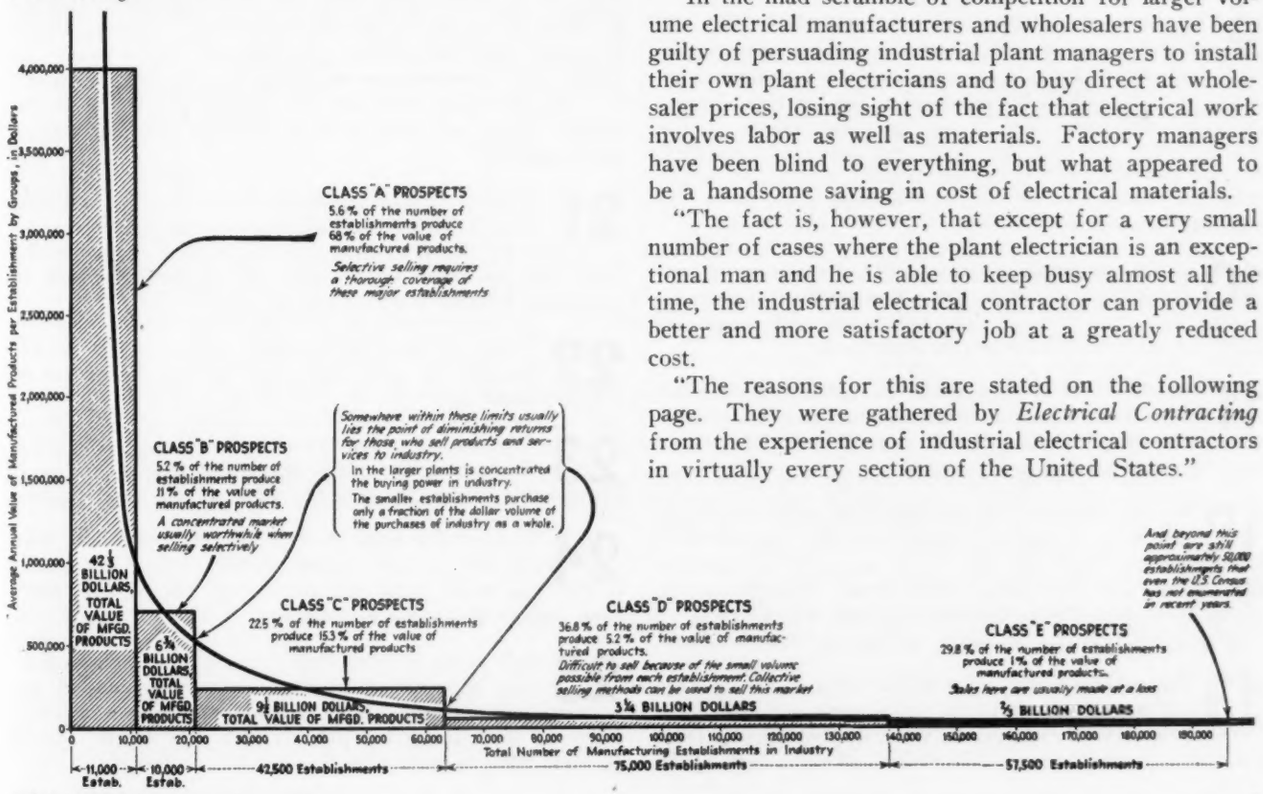
Furthermore, it is often to the best interests of the larger plants to substitute the services of an industrial electrical contractor for those of their own plant electricians. To quote from a recent editorial in *Electrical Contracting:*

**One third of the country's industrial plants produce 94% of all manufactured products. The industrial electrical contractor is the logical channel for the electrical wholesaler to use in reaching not only the 132,500 smaller plants, but many of the larger plants as well**

"In the mad scramble of competition for larger volume electrical manufacturers and wholesalers have been guilty of persuading industrial plant managers to install their own plant electricians and to buy direct at wholesaler prices, losing sight of the fact that electrical work involves labor as well as materials. Factory managers have been blind to everything, but what appeared to be a handsome saving in cost of electrical materials.

"The fact is, however, that except for a very small number of cases where the plant electrician is an exceptional man and he is able to keep busy almost all the time, the industrial electrical contractor can provide a better and more satisfactory job at a greatly reduced cost.

"The reasons for this are stated on the following page. They were gathered by *Electrical Contracting* from the experience of industrial electrical contractors in virtually every section of the United States."


Average Annual Value of Manufactured Products per Establishment by Groups, in Dollars
4,000,000
3,500,000
3,000,000
2,500,000
2,000,000
1,500,000
1,000,000
500,000
0
CLASS "A" PROSPECTS
5.6% of the number of establishments produce 68% of the value of manufactured products.
Selective selling requires a thorough coverage of these major establishments
CLASS "B" PROSPECTS
5.2% of the number of establishments produce 11% of the value of manufactured products.
A concentrated market usually worthwhile when selling selectively
Somewhere within these limits usually lies the point of diminishing returns for those who sell products and services to industry.
In the larger plants is concentrated the buying power in industry.
The smaller establishments purchase only a fraction of the dollar volume of the purchases of industry as a whole.
42½ BILLION DOLLARS, TOTAL VALUE OF MFGD. PRODUCTS
6¾ BILLION DOLLARS, TOTAL VALUE OF MFGD. PRODUCTS
9½ BILLION DOLLARS, TOTAL VALUE OF MFGD. PRODUCTS
CLASS "C" PROSPECTS
22.5% of the number of establishments produce 15.3% of the value of manufactured products
CLASS "D" PROSPECTS
36.8% of the number of establishments produce 5.2% of the value of manufactured products.
Difficult to sell because of the small volume possible from each establishment. Collective selling methods can be used to sell this market
3¼ BILLION DOLLARS
CLASS "E" PROSPECTS
29.8% of the number of establishments produce 1% of the value of manufactured products.
Sales here are usually made at a loss
⅔ BILLION DOLLARS
And beyond this point are still approximately 50,000 establishments that even the U.S. Census has not enumerated in recent years.
0 10,000 20,000 30,000 40,000 50,000 60,000 70,000 80,000 90,000 100,000 110,000 120,000 130,000 140,000 150,000 160,000 170,000 180,000 190,000
Total Number of Manufacturing Establishments in Industry
11,000 Estab.
10,000 Estab.
42,500 Establishments
75,000 Establishments
57,500 Establishments

**1** The maintenance of one or more plant electricians is a fixed overhead expense which has to be paid regularly without regard to the amount of work. By depending on the electrical contractor the industrial plant customer can take advantage of the diversity of demand between the various customers and can have as many competent electricians as may be needed on call at all times, and with no expense when they are not working.

**2** The maintenance of a motor repair and rewinding shop with the tools and equipment and stock of parts and wire involved is an expensive luxury for most plants. The diversity of demand among the different plants favors one central shop, rather than a shop at each plant.

**3** Because the contractor's success depends on retaining his customers, year in and year out, he has a strong incentive to give these customers the advice which he thinks will be best for them in the long run and which will be most conducive to the economical conduct of their plant.

**4** Contractors are of necessity in closer and more frequent touch with electrical manufacturers, wholesalers and inspectors than a plant electrician can be, and consequently have a better opportunity to keep posted on the latest and best materials and methods.

**5** The contractor has a crew of specialists to pick from, instead of using the same man on everything in the plant.

**6** The contractor's men have, of necessity, more speed and pep than the average maintenance man.

**7** The contractor has to push the job to make a showing on his cost estimate, an item not watched as closely on maintenance work.

**8** The average plant maintenance man is an older man, too slow for contract work, and often not as competent, or as well versed in the Code.

**9** The stock of material for the maintenance man will necessarily accumulate more and more leftovers, specials, and misfits, because he cannot return it to the wholesaler, dares not admit his mistakes to the boss, and has no place but his own shop to use up these leftovers. The contractor, on the other hand, can and does take back these returns and bills only for goods actually used. The investment in this stock surely must outweigh many of the supposed advantages.

**10** If the maintenance man is already tied up on one breakdown or rush job when another occurs, he cannot take care of both. The contractor with his larger crew can give immediate service regardless.

**11** Because contractors come in contact with more variety of apparatus to be repaired, they know more about their weak parts than the average plant electrician can ever hope to know.

**12** It is the policy of the average plant operator to keep the motor going as long as possible regardless of its efficiency or anything else; therefore, coils in the motor are cut out and bearings shimmied up. This, of course, means more shut-downs than if the motor was taken down and properly repaired, let alone the cost of the shutdown.

**13** Rewindings done in the repair shop of the average maintenance department of a plant are just what the maintenance man can get by with. If they operate three months, very good, they'll take it out and do it over again. If the industrial electrical contractor, however, was to rewind a machine and it did not give more than three months' service he would be expected to make it good. The industrial electrical contractor has to do a better job.

**14** The service from an industrial electrical contractor is more prompt and effective than that from a plant's own department because the contractor has more facilities, better men and more material to draw on.

**15** Maintenance men are usually hired by people that know little or nothing about electrical work. Therefore, they really have no one to oversee them. As a rule they get careless and lazy, because they know that no one is watching them.

**16** The industrial electrical contractor can serve better because of the various classes of help he has at his command, namely, installation men, armature winders, etc. This makes for economy and quality workmanship.

**17** Having no training in the electrical industry, plant managers are unable to decide whether their layout is proper for their needs; whether their men are using the proper and the most economical materials to attain the results desired, and whether these men are doing an honest day's work.

**18** When the contractor's men are through with the job, their labor expense ceases, whereas the plant electrician is rarely any good for other work around the plant.

**19** The plant doing its own work gets no comparative cost estimates, and so is rarely able to know whether its work is being done for a proper price or not.

**20** A general inspection of industrial plants recently made in one city by the inspection department showed that in all places where industrial plants have ceased having the work done by a contractor, it required spending twice as much money to bring the electrical installation up to where it was before the plant electrician was employed. Electrical connections were not soldered and in many instances only friction tape was used. Unbalanced conditions to such an extent that portions of the plant are at the proper voltage and other parts do not have sufficient voltage were found.

**21** Plant electricians generally know little, or nothing, about advising the plant manager as to how to take advantage of the prevailing wholesale rates, nor does he know how to check up the kilowatt or demand meter to determine whether the bills are correct.

**22** Lack of supervision results in poor work, no responsibility and labor costs greatly in excess of the contractor's.

**23** A great deal of the work has been done temporarily. Of course, the plant electrician expects to do it permanently, when he gets the time which never comes.

**24** Present day equipment, if properly installed, does not need a man waiting around. An electrical contractor can make periodical inspections of the plant, and save considerable time and money.

**25** It happens so often that such positions are filled by men who call themselves electricans, and do not have the experience necessary to render the service required, many of them being the product of a few weeks' course in some trade school.

# Electrical and Radio Sales of Hardware Wholesalers

**Radio and electrical lines comprised 12.4% of the total sales of 46 hardware wholesalers, according to a survey recently published by the Department of Commerce. This report shows the operating problems of the hardware wholesaler to be very similar to those of the wholesaler of electrical supplies**

IN 1929 the Department of Commerce made an exhaustive study of the hardware trade in the states of Texas, Louisiana, Mississippi, Arkansas, Oklahoma, Missouri and eastern Tennessee. The complete report of this survey has recently been published under the title "Hardware Distribution in the Gulf Southwest."

Much has been heard in electrical circles of the activity of the hardware wholesaler in the electrical field and, undoubtedly, that section of the report dealing with sales of specific commodities is of greatest interest to the readers of ELECTRICAL WHOLESALING. The survey included 46 wholesalers and 43 wholesale-retail firms. The accompanying table shows how radio and electrical lines ranked among the 42 commodities handled by the strictly wholesale houses.

Overlapping of wholesale trading territories and duplication of sales effort in the hardware trade was an important feature brought out by this survey. Towns having only three or four retail hardware stores were found in many instances to be covered by 15 or 20 wholesalers, with 12 or more salesmen calling regularly on each store. The average number of customers' accounts carried by each wholesaler totaled 5,230, or more than the entire number of hardware retailers listed in the entire southwest territory.

| Line Handled | Firms Carrying Line (46 Wholesalers Reporting) | Sales | | Margin | | Inventory | | Turnover | |
|---|---|---|---|---|---|---|---|---|---|
| | | Rank | Per Cent of Total | Rank | Per Cent of Total | Rank | Per Cent | Rank | Times per Year |
| Radio | 20 | 10 | 5.9 | 12 | 21.0 | 13 | 4.8 | 10 | 5.76 |
| Mechanical Refrigerators | 7 | 21 | 2.1 | 1 | 33.3 | 3 | 9.9 | 34 | 2.72 |
| Washing Machines | 17 | 24 | 1.3 | 22 | 19.2 | 38 | 0.3 | 1 | 11.34 |
| Electric Wiring Supplies | 22 | 25 | 1.2 | 24 | 19.1 | 30 | 0.8 | 12 | 4.55 |
| Small Electrical Appliances | 28 | 26 | 1.2 | 29 | 17.0 | 31 | 0.8 | 7 | 6.12 |
| Vacuum Cleaners | 22 | 35 | 0.7 | 16 | 20.5 | 41 | 0.05 | 8 | 6.12 |
| Total Radio and Electrical | ..... | ..... | 12.4 | ..... | ..... | ..... | 16.65 | ..... | ..... |
| Average—42 Commodities | ..... | ..... | ..... | ..... | 19.2 | ..... | ..... | ..... | 3.3 |

**How electrical and radio lines ranked among the 42 commodity lines reported by 46 hardware wholesalers**

In view of the close similarity between the operating expenses of hardware and electrical wholesalers, the operating methods and costs disclosed by this survey are also of interest.

Sales per customer of the wholesalers were found to average approximately $575 per year, with the average size of order handled amounting to less than $22. Gross margin per customer was $110.63 and expense $93.58, leaving a net operating income of $17.05 for the average account carried.

While the average wholesaler's customer purchased only $575 a year, hardware retailers were shown to average total annual purchases of $30,000. This indicates that each retailer bought from many sources of supply.

Volume of the average wholesaler's salesman was reported as $75,000 a year. He handled 130 accounts, averaged seven calls a day six days a week and secured 3,500 orders a year. The deduction is drawn that if he contacted only between 75 and 80 accounts he would be able to make his rounds every two weeks and secure a larger share of his customers' business. The average cost of a salesman's call, including salary and traveling expenses, was two dollars but approximately two orders were received by mail and telephone to one brought in by the salesman.

The average order, totalling $22, consisted of from seven to eight items. As the cost of handling the order was $3.57, all orders for less than $17.85 showed a loss at the average gross margin of around 20 per cent. It was found that it cost over 50 cents for warehouse and delivery expense and over 50 cents more for office expense for the average order, without taking into consideration sales salaries, rent, taxes and general overhead expenses.

For every retail hardware store in the territory wholesalers had 1,500 square feet of warehouse space. Wholesalers' sales per square foot were $15, inventory stored per square foot $3.50, and average book value of land and buildings was $1.50 per square foot of wholesalers' warehouse space.

Approximately three office and warehouse employes were required to handle each salesman's orders.

Losses from bad debts amounted to less than ¾ of one per cent of total sales. The average age of accounts receivable was 67 days and the average wholesaler turned his entire capital investment in accounts and notes receivable 4.7 times a year.

# Wiring Needs Cooperative Selling

**Only the wholesaler has the facilities, the standing, the organization and the ability to enlist the support of the utilities and to create activity among local contractors in a campaign for the sale of extension wiring**

EVERY so often the electrical industry has decided that something ought to be done about the problem of inadequate wiring. The public both want and need extensions of their present wiring systems. Many of the extensions that are going on today are being put in by the tenant or building owner himself, with materials bought from the nearest chain store. And let anybody who doubts this just spend half an hour in such a store and see the purchases made at the wiring device counters. The results, as we all know, are bad. The wholesaler loses the sale of supplies, the wiring contractor loses the job and the public gets a hazardous installation.

The blame rests with the electrical industry. Many proposals have been considered in the past for a national promotion of extension wiring, re-wiring, new wiring, adequate wiring. For various reasons, these national plans have come to nothing.

All that has ever been done has been done locally—not nationally. There have been a number of successful local campaigns which have actually sold wiring extensions. These have frequently been sponsored by the power companies. In some instances they have been sponsored by a single wholesaler. But rarely has there been any concerted local action that has tried to bring in all the men who should be interested in promoting this market.

At the present time, most of these activities have been dropped, although the situation so far as the user of electricity is concerned remains unchanged. The great potential market for extension wiring in the homes and in commercial establishments is as great as ever. The need for such promotion is evident to anyone. New work is at a low ebb. Contractors' business and the business in wiring supplies has fallen below any previous levels. It is vital to the survival of many business organizations in this industry that something definite be done. The wholesaler can lead in the movement; the wholesaler alone is capable today of getting action.

Consider this for a moment. Although manufacturers are keenly interested in extending their market, national action is not practical at this time. The power companies who have now and then engaged in the sale of outlets are not in a position to lead in this activity, although they should be expected to give such a movement their sincere support. Contractors will join energetically, but they have neither the organization nor, except rarely, the capacity for initiating an intensive campaign. We, therefore, come back to the wholesaler who has the facilities, the standing, the organization and the ability to enlist the backing of the power companies and create the activity of the contractors.

We are not suggesting that any elaborate program be developed for complete re-wiring. Extension wiring, however, for homes and for commercial use can be sold. The problem cannot be attacked nationally, but it can be successful on a purely local basis. It can be successful if the wholesalers will put their brains together and devise a practical plan for local operation which will enlist the support of the power companies and which will put the contractors to work. It need not require a large investment. It would require, however, earnest cooperation and the willingness to spend thought, time and some money on it.

IN the course of a recent trip through New England and New Jersey, the writer of this article was struck by the frequent evidences of building,—both new construction and alterations. In one stretch of 90 miles, including small and medium sized towns, he counted 110 new building jobs, together with 122 additional places where work on homes and small business places was in progress.

This work varied in character. There were new garages being built; roofs were being repaired or replaced, gutters being replaced; painting and other repair and replacement operations were under way.

Much interested in these evidences of money being spent, he made a very brief check up of the building and alteration operation going on in three of the home boroughs in New York City,—omitting Manhattan and Bronx, which are chiefly apartment sections. He found that in the two boroughs of Brooklyn and Queens the first five months of this year showed 2879 permits for new buildings had been issued with the valuation of $16,979,623, and 9,880 permits for alterations had been issued with a valuation of $4,533,179. In the smallest borough of the Greater City, Richmond, only the first quarter figures were available. They showed something of the same picture: 237 permits for new buildings had been issued with a valuation of $715,367, and 164 permits for alterations with a $514,650 valuation.

This alteration work, the writer believes, will interest both the electrical wholesaler and the manufacturer,

because some of it, *must* represent electrical wiring. New building, now at a low level holds no promise for a speedy increase which will bring sales of wiring materials back to anything like normal. This we must face. But public purchasing power is by no means dead. The public, as we know, is buying appliances and some of the public is spending money on its homes and places of business. There is no reason to believe that people would not spend more in the way in which we are interested, namely the extension of present wiring, if they were approached with a practical selling proposition.

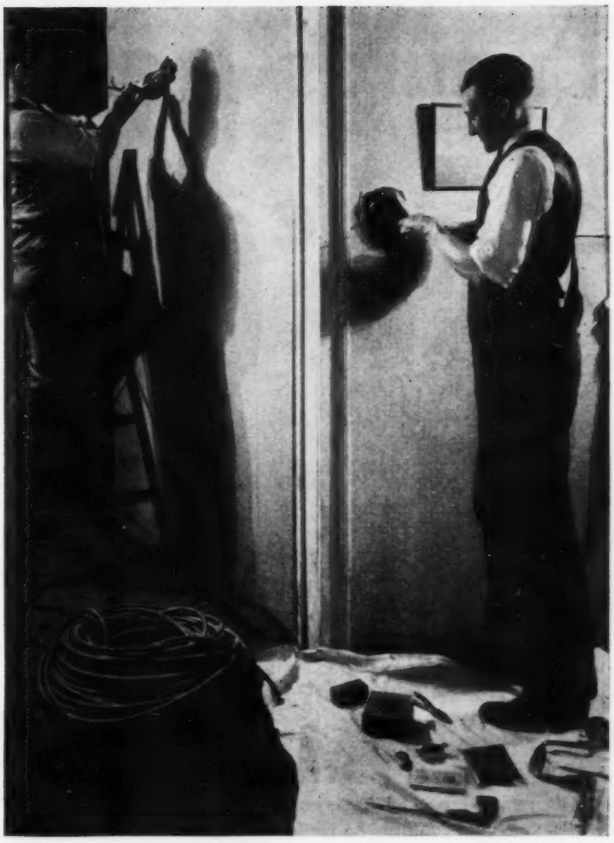
Plans for such an approach must be evolved and developed locally to meet local conditions. The success that awaits a promotion of extension wiring sales will come only because a local group decides to forget the national picture and the national problem and to do the job locally in its own way.

To get the discussion started, however, it is always well to throw into the pot something in the shape of an idea. Here, then, is the summary of a campaign that sold outlets on the Pacific Coast some three years ago. It was developed by the Pacific States Electric Co., supported by the power company, and produced a satisfying increase in business. It was not quite as successful as the promoters hoped it might be, and for one reason which does not exist today. But let me tell the story in its proper order.

The Pacific States Electric Co., to promote the sale of outlets, undertook a campaign which included a weekly broadcast over a Pacific Coast network. This broadcast was a playlet, "Jonesy and Mabel" which developed the idea of the need for better wiring.

In addition to the misadventure of a breakfast gone wrong because of too few outlets for appliances, resulting in a false alarm turned in by a neighbor and various other difficulties, part of the comedy was the result of a continuous argument between Jonesy and Mabel as to whether an outlet is to be called an "outlet" or a "plug." The advertising tie up was an offer made during each broadcast of a free convenience outlet to anyone who made application to the Pacific States Co., giving with the application the name of the nearest contractor through which they wanted it delivered. This offer was also contained in an advertising broadside which the power companies mailed out (furnished by the wholesaler) and which enclosed a post card requesting the delivery of the outlet.

THE selling scheme was this: The wholesaler turned the lead over to the contractor and the contractor called with the outlet. He explained to the home owner that this was the outlet that they had requested; of course the outlet was not good unless it was wired in. He would be glad to look over the house and give them an estimate on putting in the outlet and also recommend and quote on any other additional wiring which they needed. It was a good plan and it worked—fairly well. Its sponsors claim that more outlets would have been sold except for the fact that the contractor was at that time—this was the flush year of 1929—busy with plenty of new work. Because they were busy, the outlet deliveries were not carried out as carefully as they should have been. The selling job was neglected.



**This is no job for an amateur. Only skilled wiremen can properly install additional outets**

This condition, as we know only too well, does not exist today. Contractors are not busy. The likelihood is that the contractors would respond to such a proposition and make a real effort to turn it into business. If they do not, then other salesmen can be brought into the picture. Man power is available—that is the main thing. So is business available with the right plan and the men to work it.

Right now in July, 1932, the wholesalers, contractors and power company in Charlotte, North Carolina are engaged in a cooperative development of additional outlet and wiring business. The Southern Public Utilities Co. is behind the movement. As rapidly as organization permits, the campaign will be extended over the greater part of the two Carolinas served by that company. A start has been made and results are beginning to show. The full account of the plan, the organization and results to date will be published in the next issue of ELECTRICAL WHOLESALING.

Now let us get one thing clear: this article does not urge wholesalers to lead in an effort of this kind because it means community betterment, industry improvement, increased employment or a happier home life. It will lead to all these things, but first and foremost such a movement should result in additional business for their contractor customers. The electrical wholesaler is not invited to take part in a nationwide movement—he is only urged to take steps that should lead directly and immediately to more business for him from his own home town.

# Fixtures Increase Our Profits Because—

1. **With construction work at a low ebb the contractor now has time to sell refixturing. We provide him with circulars which offer a complete refixturing job at an attractive price.**
2. **We sell only four lines, each at a different price range. This eliminates duplication.**
3. **A card inventory system shows us how each number is selling. It helps us eliminate slow moving lines.**
4. **We never buy job lots.**
5. **We find fixture prospects to be excellent prospects for major appliances as well.**
6. **As our fixtures have no price tags the contractor is forced to leave the sale in the hands of our own qualified salesmen.**

By JACOB S. ISAACS
City Electric Co.,
Syracuse, N. Y.

A GREAT many wholesalers throughout the country have fixture display rooms and sell through the contractor but in several ways we believe our methods to be unique. In the first place, when the contractor brings us a fixture prospect and he is taken to our display room, he finds no price tags on the fixtures.

We have found from experience that when fixtures are tagged the contractor immediately begins to show this one or that one to the customer. Not being a fixture man himself he will ordinarily note the price of the unit and there is a tendency for him to sell on a price basis.

Without prices the contractor remains in the background, and gives our qualified salesman an opportunity to do the best selling job possible.

By allowing our men to do the selling we keep away from the subject of price until after the customer has been shown the value we have to offer and has been made to want that particular piece. This tends to eliminate comparison with mail order prices, although for people who demand low price fixtures we have a competitive line.

There is no time lost when the counter man needs stock. He phones the warehouse and the dumb waiter delivers the goods

Only four lines are carried, each of a different price range. This avoids duplication of stock. Two of these lines, one commercial and one residential, give us 80 per cent of our fixture business.

Through handling fixtures we have been able to make many additional sales on our general line. Naturally during the time a person is selecting fixtures for their home we become acquainted with them and their needs. We learn whether they have an electric refrigerator in their home, a cleaner, percolator and other electrical conveniences. We demonstrate these articles and as we have more merchandising experience and more definite knowledge of the product than the contractor who brought the prospect in we are able to close many sales for him that would never have been made otherwise.

FLOOR lamps are an item that are frequently neglected. These must be given particular attention. Often customers come in to look at chandeliers and take it as a matter of course that they will buy these from us and their floor lamps from other sources, particularly those offering bargain prices or long time payments.

Due to our Kardex system of inventory control we are able to turn our fixture stock about five times per year. The gross profit is around 33⅓ per cent and the average sale $75. As a rule we never keep the same number or style in stock more than two years.

Obsolete fixtures are usually disposed of without loss. For instance if we are to drop a certain number of

colonial fixtures and we have a prospect interested in colonial fixtures we emphasize the fine points on that particular number and close it out. Only occasionally do we resort to special prices in disposing of discontinued numbers.

We never buy job lots. Regardless of the price at which they are offered we feel they are unprofitable because they always include a few unsalable odds and ends that are certain to be a total loss.

With construction work at low ebb we feel that now is the time for us and for our contractors to push fixture business. One very effective plan is to sell the contractor on the idea of circularizing his trade. These circulars are furnished to him at cost. They contain an offer to re-fixture an entire home for a stated price. Two combinations are offered. One gives semi-indirect lighting, the other regular lighting. The contractor tries to sell indirect lighting to those having the regular lighting units. Those having old-fashioned combination gas and electric fixtures are prospects for either type of modern fixture.

The fixture display. Numbers of the same design are grouped together on the same circuit

The store of the City Electric Co. Just beyond the refrigerators are the stairs to the display room

We have also had some success in pursuading contractors to make up lists of people whom they have served in the past. The contractor calls on them to inquire whether his work has been satisfactory and what else he can do for them. In time the subject turns to lighting and he shows the new lines offered in the circular. Pointing out that proper fixtures do more than anything else to give a home a modern appearance, he also discusses the benefits of modern shaded light. Thus he leads up to an invitation to visit our lighting studio.

OUR fixture sales are all made through the electrical contractor and we also protect him on sales to builders. The question frequently comes up as to how we are able to know, in every case, which contractor is entitled to credit for a retail sale. We find this to be very simple. The salesman naturally wants to know about the arrangement and type of room where the fixtures are to be hung. When a number of questions have been asked it is natural to ask who will hang them. Thus we learn the contractor who should be credited with the sale.

Contractors are coming to use our fixture display room more and more. They realize that our sales force have had more experience in this line, that we have a much larger assortment to select from and that we can make a larger sale than if they handled the prospect alone.

Suppose, for example, that a contractor brings us a prospect who is building a new home. Fixtures for the kitchen are selected and the prospect then speaks about the dining room. "But," we say, "the kitchen is not yet complete. You will want an electric clock. Now here is one . . ." Then we speak of a range and other kitchen items. So it goes all through the house from dining room percolators to combination outlets and concealed aerials for the radio in the living room, sun lamp for nursery, etc. We have every appliance and wiring device on the floor for demonstration so nothing is left to the imagination. Thus we build up the customer's order and the size of the contractor's wiring job as well.

There is no charge for the use of our sales room and the same discount is now given on all orders regardless of quantity.

We have no special salesmen to sell fixtures. Our regular salesmen do this but they have each had 10 years' experience in this line. This gives us the equivalent of specialists without adding to our selling expenses.

About 75 per cent of our business is done with electrical contractors. Both in Syracuse and in the surrounding towns we saw in our electrical contractor customers the best potential outlet for selling those lines which were not dependent upon new construction. The average contractor, we found, was approachable on a refixturing campaign among his own customers. Then, when he brought his prospect to our display room and we not only sold a bill of fixtures for him, but also one or more appliances and some additional wiring he saw that it could be done. As a result he got out and hustled, instead of sitting back waiting for someone to build a new house, and our own profit rate climbed to a new high record. Our contractor customers are now not only wiremen but salesmen as well.

# Which Markets Can Be Sold Ventilation — NOW?

Lunch counters make ventilation a necessity in drug stores

By GEORGE C. BREIDERT
General Sales Manager
Ilg Electric Ventilating Co., Chicago

**Drug stores, apartment houses and undertakers are shown by recent survey to offer unusual sales possibilities at this time. Eight distinct types of dealers were found to be actively interested in ventilating equipment**

THERE are 50 distinct and unrelated markets, in which our dealers have sold ventilating fans. Naturally some of these industries are affected more than others in these times of business depression. Therefore, we made an analysis of all the inquiries received during the past year, which revealed the fact that most of our business was coming from three definite sources; stores, offices and homes. The other 47 industries showed a perceptible variation in volume. We have always had three major fields; industrial plants, new buildings and the vast around the corner market, comprising the 50 distinct fields shown on the accompanying chart.

Both industrial and new building work has fallen off perceptibly, hence it was necessary to study our three sustaining markets; stores, offices and homes. We sent out 40,000 broadsides, 38,000 to industrial plants, and 2,000 to stores rated $5,000 and over. The percentage of returns from the store field was so much greater than the industrial field, that we decided to concentrate on stores. So we increased our list of stores to about 20,000 names and decreased our industrials correspondingly, retaining only those which were more active than others. The results were astounding.

In analyzing these inquiries from stores, we found that drug store inquiries outnumbered all others. After a brief reflection, we could see why. Drug stores today are doing more than handle prescriptions. They are practically general merchandise stores, with lunch counter departments. As a result, cooking odors, steam and heat created in the lunch counter sections, make mechanical ventilation a necessity in this type of store.

We further found that chain stores, in order to keep customers within their doors for a longer period, put in lunch counters, so that shoppers can eat lunch and continue their shopping without leaving the building. This also opens up a big field for ventilating equipment.

The store field in general, is bursting with possibilities for ventilating equipment. It is already well known among business authorities that store owners in every part of the country are catering more to the public than ever before. They are making it just as comfortable as possible for people to shop.

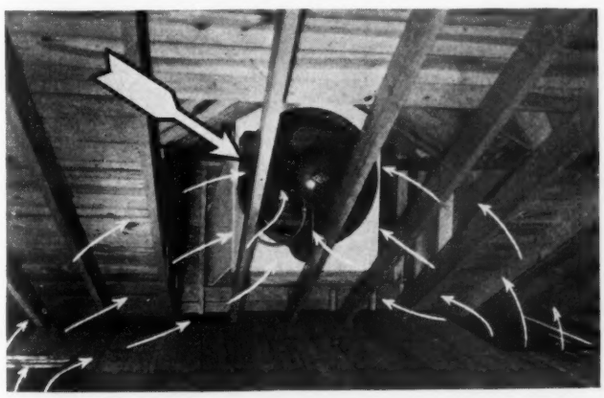
Heretofore, there was no effort made in boom times to bother about a customer's comfort, because people would buy in spite of discomfort. Today, the story is different. Store owners have put in rest rooms, lunch counters, modern heating, up-to-date lighting and ventilation, all because they desire to attract public attention and to make shopping a pleasure, instead of a nuisance.

Chain stores have done much to change the habits of independent store owners. They likewise have done a lot to educate the public on how and where to shop in comfort. The chain stores as a whole are much

cleaner, better lighted and more convenient. This has created a furor among independent stores and forced them to organize within their particular industry against the invasion of chain stores. The independents are emulating the chains in every respect.

All of this shows there is ventilating business to be had, despite the depression, and that the store field is the most productive at this time.

In addition apartment building owners are becoming more and more interested in ventilation. In fact, they have shown a surprising interest as compared to other fields. When we mention the apartment field, one would immediately associate it with bankruptcy, as there are so many apartment building owners defaulting in the payment of bonds. This very fact, however, is working to our advantage, because apartment building owners realize that in order to hold their present tenants, they must make the apartments more comfortable. Hence they are cooling these buildings with attic cooling systems, and are putting ventilators in the kitchens to keep out cooking odors.



Attic cooling for homes and apartments is inexpensive and effective

**MANUFACTURER**

**WHOLESALER**

**TYPES OF DEALERS SELLING VENTILATING EQUIPMENT**

| Appliance Dealer | Hardware Dealer | Radio Dealer | Oil Burner Dealer | Plumbing Dealer | Sheet Metal Contractor | Public Utilities | Electrical Contractor Dealer |
|---|---|---|---|---|---|---|---|

**50 DISTINCT AND UNRELATED MARKETS**

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| Stores | Offices | Homes | Apartment Buildings | Undertakers | Banks | Restaurants | Garages |
| Factories | Schools | Farms | Theatres | Hotels | Halls | Bakeries | Beauty Parlors |
| Bowling & Billiards | Colleges | Dairies | Canners | Clubs | Printing Shops | Foundries | Speculative Builders |
| Hospitals | Laundries | Dance Halls | Churches | Warehouses | Summer Resorts | Road Houses | Auto Paint Shops |
| Meat Markets | Barber Shops | Gambling Houses | Chicken Farms | Cold Storage | Rug Cleaners | Repair Shops | Photographers |
| Bottling Works | Sanitariums | Greasing Stations | Shoe Shine | Cleaners & Dyers | Service Stations | Stables | Newspapers |

In the refinancing programs which have been followed by thousands of defaulting apartment building owners, certain sums of money have been set aside for improvements. A considerable portion of these funds will be spent for electric ventilation, refrigeration and other modern home appliances.

New apartment buildings are being constructed, not in great numbers, but in a surprisingly modern fashion. Ventilating and cooling systems are being installed, and while the number of new apartment buildings are considerably less than previously constructed, the purchase of ventilating equipment, however, is correspondingly greater.

Store owners all over the country have also shown a surprisingly keen interest in both attic cooling and kitchen ventilation. Home owners everywhere recall the terrifically hot summer days of 1930 and 1931, when sleep was next to impossible. Attic cooling is inexpensive. Its cost will range between $75 and $300, depending upon the size of the home. The public utility companies are also tremendously interested in attic cooling, because this load comes on after six o'clock in the evening during their off peak period. *(Turn to page 20)*

ELECTRICAL WHOLESALING
Formerly The Jobber's Salesman

E. T. ROWLAND, Editor

# We Believe That—

## Wholesalers and Distributors Should

1. **Economize:—by maintaining strict credit policies, adopting budgetary control and eliminating from their operations all wasteful practices.**
2. **Localize:—by confining efforts within that territory which can be served at a profit and by cooperating in the solution of local problems through local wholesaler associations.**
3. **Specialize:—by concentrating sales efforts on selected markets, commodities and accounts.**
4. **Advertise:—their services and their commodities consistently to their trade.**
5. **As an industry:—adopt uniform accounting methods and uniform cash discounts, undertake distribution cost studies and promote a better appreciation of the services rendered by wholesalers.**

## Utilities Should

6. **Recognize wholesalers as their logical source of supply for both wiring materials and appliances.**
7. **Adopt merchandising practices which do not deny other branches of the electrical industry an open market for the sale of incandescent lamps, domestic appliances, ranges, radio, refrigeration and all other electrical appliances and equipment which is no longer in the pioneering stage.**

## Lamp Renewals Declared Unlawful

IN a recent complaint filed with the Illinois Commerce Commission, the Consumers Sanitary Coffee and Butter Stores attacked the free lamp renewal policy of the Commonwealth Edison Co.

The grounds of the complaint were:

"(1) That the rate provides for the furnishing of lamp service (electric light bulbs) as well as electric current under a single charge, and the Public Utilities act does not vest the Commerce Commission with power to regulate charges for articles of merchandise; (2) that the rate embodies a concealed charge of one-half of a cent per kilowatt hour for lamp service in violation of section 33 of the Public Utilities act; and (3) that if complainant had purchased its lamps in the open market and its current from appellant during the preceding year it would have saved approximately $2600."

A hearing was held. The Commission found in favor of the utility. The case was then appealed to the circuit court of Cook County. This court found the complaints to be justified and ordered a rehearing before the Commission.

The findings of the circuit court were:

"That rate 'A2' (three cents per kilowatt hour for all electric current used in any month) includes a charge for lamp service; that appellee could have purchased identical lamps in the open market at a saving of approximately $207 per month; that under rate 'A2' consumers are unlawfully required to pay a lamp service charge based upon the quantity of current used not only for lighting but also for power, heat and refrigeration; that the electric energy utilized by such consumers for power, heat and refrigeration is a substantial and considerable amount of the current going through the meters; that rate 'A2' is discriminatory against consumers in the same class, in violation of the Public Utilities act; that the combining of the charges for lamps and electrical energy under a single rate in effect compels the consumer to purchase from the utility company outright, or at least the use of, articles of merchandise which he has a right to purchase wherever he desires; that incandescent lamps do not constitute a necessary part of the facilities to be furnished in light and power service; that appellee is entitled to reparation in an amount equal to the difference between what it was compelled to pay for such lamp service and the price of the same lamps in the open market; that the findings of the commission were contrary to the evidence, and that its order is unreasonable and unlawful."

It has been the contention of ELECTRICAL WHOLESALING that the free lamp renewal policies still in effect with many utilities are unfair to everyone and especially to wholesalers and retailers. While such policies may have been justified back in the days of the bi-polar generator and the carbon lamp, public acceptance of electricity for lighting has long since removed any need for "giving away" lamps.

It is to be hoped that the above court decision, which we consider to be outstanding in its fairness, will eventually lead to the abolition of free lamp renewals not only in Chicago, but also in Detroit, Milwaukee and other cities where wholesalers are now deprived of this desirable and profitable business.

## Advertised Prices

PLANK No. 6 in the refrigeration platform of N.A.R.R.E.D. reads as follows:

"If list prices are mentioned in local advertisements, the list price should be the 'Installed Price'—including delivery and installation in the home."

This plank offers a practical solution for an evil which is quite prevalent in the refrigeration field. To advertise only the manufacturer's f.o.b. price is to misrepresent. The customer expects to be able to purchase a refrigerator at the advertised price. When he finds he must actually pay from $10 to $20 more his confidence receives a severe jolt.

Furthermore, this practice tempts the manufacturer to shorten his discount and thus reduce his "list", expecting his distributors and dealers to make up their normal profit through excessive installation charges.

While the resulting low list prices are ideal for purposes of "bait" advertising, they offer unwarranted competition to those who are striving to do business on an honest basis.

Refrigeration manufacturers, we hope, will hasten to adopt this recommendation of N.A.R.R.E.D. In the meanwhile, we suggest that distributors report any flagrant cases of excessive installation charges and misleading advertisements to their local Better Business Bureau.

▼

## The Way Out

IF one will but look for them he can find many constructive developments which are building the foundation for business recovery. While the new federal taxes may not be to our liking, at least we now know what they are and the solvency of the federal government seems to be assured by a reasonably balanced budget. An aroused public sentiment indicates that we can expect drastic tax reductions. The decline in national electric power output, which General Dawes says will be one of the first indices to reflect improved conditions, has been halted for four consecutive weeks. The foreign drive against the dollar has apparently spent itself. Small industrial plants in small towns are reported increasingly active on small orders. The political conventions are over and, at this writing, the indications are that Congress will have ended its session by the time this magazine reaches its readers. All of which give cause for encouragment.

But how start the wheels of recovery? What is the way out? We find buyers today, most of them, limiting their purchases to the bare necessities of clothing, food and shelter and to those replacements which cannot be deferred. As the editor of the *Business Week* points out, "We are trying to live merely by taking in each other's washing." He further states: "The depression consists essentially in and is due principally to the decline of employment in those industries producing capital equipment upon which the future progress and productive power of the country depend. Until they are restored there can be no comprehensive recovery of prosperity."

Stimulate the purchase of capital goods. This, then, is the way out. And stimulation must depend upon the individual salesman. Never before has creative salesmanship been as necessary as it is today. Prospects must be located and a plan of attack carefully worked out and followed through.

Prospects obviously are limited to those firms or individuals who have funds which they could spend if they wanted to. These must first be located. What products which the salesman handles does each prospect need? This is the second step in a creative sales program. Why does he need them? The answer to this question provides the ammunition for the salesman's attack.

The "need" which the salesman locates may be automatic control for an industrial plant, air-cooling in a restaurant, replacement of inadequate fixtures with modern concealed lighting in a store, or a refrigerator, washing machine or additional wiring in the home.

Not everyone is "broke", but those who have money will only spend it to satisfy genuine "wants." It is the salesman's task to create these "wants" in the mind of the buyer.

The Next Article
by
**DAVID R. OSBORNE**

**Planning and Making the First Sale to a Dealer**

Will appear in an early issue

# Sidelights on the Census of Distribution

WHOLESALE trade bulletins covering several states have already been released giving statistics based on the Census of Distribution. All data is for the calendar year 1929.

These bulletins consist of a number of statistical tables. Some of these tables are headed "Wholesale Trade" while others apply to "Wholesalers Only."

Under "Wholesale Trade" are included, in addition to wholesalers of the conventional type, the whole range of organizations engaged in wholesale trade or operating on a wholesale basis. These include brokers, commission merchants, chain store warehouses, manufacturers' sales branches and selling agents, also manufacturers selling direct to industrial plants, public utilities, mines, etc. Thus the "Wholesale Trade" statistics include the entire non-retail field, regardless of whether or not strictly wholesale channels are employed.

Under "Wholesalers Only" are included: (a) Service or full function wholesalers. These comprise wholesale merchants, including jobbers and semi-jobbers, exporters, importers and converters. (b) Limited function wholesalers including cash and carry wholesalers, drop shippers, mail order wholesalers, wagon distributors and distributing warehouses. (c) Supply and machinery distributors. (d) Cooperative buying associations.

Information given for both the "Wholesale Trade" and "Wholesalers Only" groups includes the number of establishments and employees, salaries and wages, total expenses (exclusive of interest and of rent on owned buildings), inventories, net sales, credit sales, retail sales and industrial sales. This data is shown for each type of business (plumbing, hardware, electrical, etc.), but is not broken down into the various subdivisions such as brokers, manufacturers, full function wholesalers, etc., except in the case of combined electrical, radio and refrigeration sales and number of establishments.

ESTABLISHMENTS are classified by major lines of merchandise. Those whose business is 51% electrical come under one of the following groups:

19 Electrical goods (including appliances)
- (a) Electrical merchandise (general line)
- (b) Electrical appliances

20 Electrical equipment and supplies
- (a) Batteries
- (b) Electrical equipment and supplies
- (c) Motors and generators

21 Radios and radio equipment

22 Refrigerators

Under 19 (a) are included those concerns whose sales were well balanced among all electrical items. 19 (b) includes firms whose principal sales were household appliances and "other appliances and supplies" not assigned a separate grouping.

20 (a) includes firms whose principal business was in storage batteries, including automobile batteries. In group 20 (b) sales of interior electrical construction materials, including fixtures, predominated while motors, generators and control apparatus account for the bulk of the business of the firms classified under 20 (c).

THUS it will be seen that the total sales of each establishment are included under that group which accounted for most of its business. Thus under group 21, for example, are reported all appliances and other non-radio sales of radio concerns, while radio sales of electrical supply, equipment or appliance houses are included under groups 19 and 20.

The number of establishments reported for each of these groups is greatly in excess of the number of wholesalers included in ELECTRICAL WHOLESALING'S. "Verified List of Electrical Wholesalers."

This is due to the inclusion of semi-jobbers, importers and exporters, mail order wholesalers and the other types of establishments under the heading "Wholesalers Only," also to the inclusion of storage battery distributors.

In checking this "Verified List" against the Census reports for California, Chauncey E. Warner, Jr., expert in marketing of the Census Bureau, found that under classification 19 (a) sales of "verified list" establishments totaled approximately $18,000,000 as against $2,000,000 sales of concerns not on this list.

Of all concerns listed under 19 (b) sales of "verified list" wholesalers totaled $2,275,000 while sales of houses not on this list amounted to only $254,000.

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UNDER the title, "Misleading Information" we commented editorially in our April issue, on the data on electrical wholesalers as contained in the reports of the Census of Distribution.

Our criticisms were based on a careful study of Census bulletins and were only written after we had endeavored, by correspondence with the head of the department of wholesale distribution of the Census Bureau, to determine how electrical wholesalers could profitably make use of this information.

While this editorial brought vigorous letters of protest from Washington charging us with superficial and unfair criticism, it also brought retraction of a previous statement that the national houses were considered as manufacturers rather than wholesalers. In addition it brought an explanation of why the number of reported "wholesalers" was so large and yet included no retailers.

We trust the article on this page, describing how the electrical data was compiled, will assist our readers in forming their own unbiased opinions as to the value of the Census of Distribution to the electrical wholesaler.

**THE EDITOR**

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# Suppose YOU Had to Explain

## ABOUT THE FUSES YOU HANDLE

## What should you say to make the sale?

WOULD you want to say "They are cheapest"—Everybody knows you can't make a fair profit selling things that are "cheapest."

Would you want to say "They are just as good"—That's not very convincing in these days of penny watching.

Would you want to have to "think fast" to find some meaningless sales point to save your face?

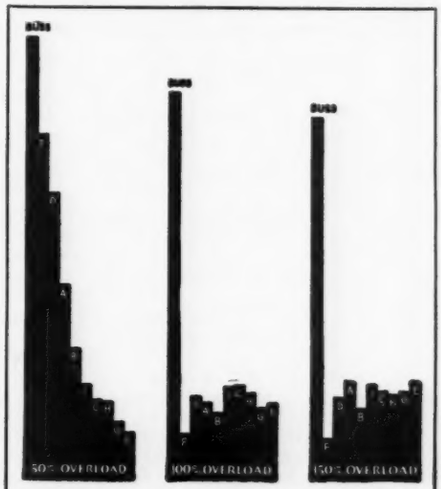
### Won't this answer make the sale?

"The fuses I sell are better because they do not blow on every harmless or temporary overload, due to their super-long time-lag.

"This means that they reduce the number of useless fuse blows. Prevent needless shutdowns. Guard against machines stalling and men standing idle. They keep lights glowing and production at peak and they sell at a price no higher than that of other standard makes of fuses."

If you are boosting BUSS SUPER-LAG Renewable Fuses, that's the sales making story you can give your customers.

Refer to the BUSS discount sheet in your binder for a brief, usable sales talk on this NEW fuse. If you want a more complete story, ask your sales manager to get it for you in handy booklet form by writing to




**Blowing Time of BUSS SUPER-LAG Fuse Compared to Other Makes**

These charts show results obtained in tests made by Electrical Testing Laboratories of New York as reported by them August 25th, 1930 on the 200 ampere 250 volt size. 30, 60, 100, 400 and 600 ampere sizes as reported by them show similar results.

Blowing times shown on one overload are not comparable with those at other overloads because a different scale is used on each chart for convenience in comparing results.

BUSSMANN MANUFACTURING CO. · · ST. LOUIS, MO.

*A Division of the McGraw Electric Company*

THE **BUSS SUPER-LAG** FUSE

# ELECTROT
# WIN

## APPROVED 2-WIRE NON-METALLIC
## NOW PERMITTED BY ELECTRICAL COMMITTEE OF

### THE NEW RULES

**BULLETIN NO. 32-30**
**June 10, 1932**
[Article 5—Section 516]

**516. Non-Metallic Surface Extensions.**

a. Semi-portable two-wire assemblies approved for the purpose may be used as extensions to existing convenience outlets on lighting and/or appliance branch circuits only in exposed dry locations in residence or office occupancies.

b. Attachment of such extensions to existing convenience outlets shall be by plug connectors approved for the purpose.

c. Such extensions shall be attached only to the surface of interior woodwork or plaster finish and shall not be installed as concealed wiring or run through floors or partitions or be installed where subject to moisture or corrosive vapors; nor be installed in contact with any piping, metal work, or other conductive material.

d. Such extensions shall not be made on circuits of over 150 volts.

e. Individual extensions shall not run more than 20 ft. in either direction from the existing outlet, and may contain a maximum of three receptacles provided that the total outlets on the branch circuit including those on the extension are not over 12.

f. Such assemblies shall be secured between outlets to the surface wired over by tacks, screws, small nails or other approved means at intervals of not more than 6 inches, except that the assembly shall not be secured within 6 inches of a connector. The heads of such nails or screws shall not exceed in width one-half the space between the conductors in the assembly.

g. Receptacles and other fittings shall be of approved type and be secured to the surface wired over by suitable screws. The end of the assembly on such an extension shall terminate in an approved receptacle which covers the ends of the wires in the assembly. All angle bends, which reduce the space between conductors shall be covered by an approved cap securely attached to the surface wired over.

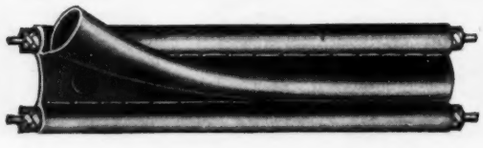
h. Such extensions shall be made in continuous lengths without joint, splice, or tap, or exposed bare conductors.

New York, June 10, 1932.—A. R. Small, Chairman Electrical Committee, declares new section No. 516 concerning Non-Metallic Surface Extensions adopted in accordance with Interim Revision Procedure.

**This MEANS—the successful conclusion of nearly two years of effort on the part of Electrotrim to secure the Electrical Committee's sanction of the use of non-metallic surface extensions such as Electrotrim.**

**Electrotrim has already been submitted to the Underwriters' Laboratories for final test and approval and will be considered by them as soon as the standards are promulgated for judging materials to be installed under the new code.**

**ELECTROTRIM, INC.** UNIO



# RIM
# S!

## ASSEMBLIES
## OF THE N. F. P. A.

## UNION CITY, IND.

## This Is BIG NEW PROFIT NEWS for You

This news means that the Electrical Committee has given its recognition to the biggest new development in the electrical wiring field — that those dealers who act at once will soon reap tremendous profits. It means that contracting electricians will not only make attractive profits on the sale of Electrotrim itself, but also make profits on the installation of it. For now under the Interim Revision Procedure installation and use of Electrotrim is permitted from all existing convenience outlets.

## A Tremendous New Market Is Now Open To You

Electrotrim meets a demand that up to now no one has been able to satisfy—the demand for additional electrical wall outlets at a price that users can afford to pay. Every home, office and similar occupancy needs and will use Electrotrim. For Electrotrim provides needed outlets, eliminates unsightly misuse of lamp cords and other makeshift wiring and is so moderate in price that everyone can afford to specify it. Electrotrim is manufactured in four colors to harmonize with prevailing woodwork finishes.

## TIE UP with the PIONEER Company in this NEW PROFIT FIELD...

Dealers and jobbers who want to make the most of this new profit line will "take on" Electrotrim. Electrotrim is the outstanding non-metallic extension wire in the field. It is backed by a responsible company with a 35 year record for manufacturing quality products. Electrotrim's merchandising and advertising plan will give dealers and jobbers an outstanding advantage.

## *GET THE FACTS ABOUT ELECTROTRIM*
## RETURN THIS COUPON NOW

**ELECTROTRIM, INC., Union City, Ind.**

Without obligation please send me samples of Electrotrim and full details concerning it and the big profits it offers dealers and jobbers.

**Name**_____

**Address**_____

**City**_____ **State**_____

☐ Check here if you desire 32 page booklet containing results of Electrotrim tests made by recognized testing laboratories.

## Which Markets Can Be Sold Ventilation Now?

*(Continued from page 13)*

Another industry doing business in a new way, has attracted our attention, namely, undertakers. Funeral homes have opened up all over the United States. Very pretentious buildings were and are being erected everywhere, but unfortunately, the undertaking industry did not discover the need of ventilation until after some of the buildings were occupied or built.

Right now, we are getting practically as many inquiries from undertakers as we are from store owners. In fact, our own salesmen, our wholesalers' salesmen and their dealers, have found the undertaker more responsive to solicitation on ventilating and cooling than store owners.

Undertakers need venilation in the embalming room and they also sadly need it in the chapel. Suitable ventilating systems cost anywhere from $200 to $3000.

During the last two years, seven distinct types of dealers have written us, unsolicited, for selling information on ventilating equipment. We believe you will agree that this carries considerable significance. If seven different types of foreign dealers, so to speak, come to us on their own volition, it should conclusively prove that the sales possibilities for ventilating fans have been recognized more outside of the electrical industry, than within it.

▼

## Fewer Delinquencies Reported at N.E.C.A. Annual Meeting

Delinquent accounts reported by the managers of the National Electrical Credit Association for the fiscal year ended May 1, 1932, amounted to approximately $33,800,000, involving 371,334 accounts. There was, however, a decrease of 15% in the number of delinquent accounts as compared with the preceding year and a decrease in the amount involved of 31% indicating that on the whole, credit accounts were kept at a minimum in amount involved.

These figures were presented by Arthur F. Hearl, president of the National Electrical Credit Association at a meeting of the Board of Managers of the Association held at the Hotel Pennsylvania, New York, N. Y., on May 20, which took the place of the customary annual convention. It was also decided that the Thirty-Fifth Annual meeting will be held in Chicago during the summer of 1933. The exact date will be determined later.

In keeping with the times, the dues of the National Electrical Credit Association were reduced 25 per cent and other economies were put into effect in order that the National Association might continue to operate within its budget.

The officers elected for the ensuing year are: President, Earl R. Mellen, Newark, N. J.; Vice-President, Charles N. Nickerson, Boston.

The following were also re-appointed: Secretary-Treasurer, Frederic A. Lind, Chicago; Asst. Secretary-Treasurer, L. M. Evett, Chicago; Counsel, Frederic P. Vose, Chicago.

**A Growing Organization:** General Radio, Inc., Seattle, Wash., in addition to handling Savage and Grinnell washers and Clarion radios, has recently added a line of refrigerators. Part of this live organization, from left to right, are: W. S. Nash and A. W. Witte, salesmen; George S. Bottsford, treasurer; George Shephard, shipping department, and E. J. Sperry, president.

▼

## Delinquent Accounts

The accompanying tabulations show the number of delinquent accounts, the total amounts and the average amounts as reported to the National Electric Credit Association by member manufacturers and wholesalers through its various divisions for May, 1931 and 1932. Also these figures are shown for the first five months last year as compared with the first five months of this year.

COMPARATIVE STATEMENT OF PAST DUE ACCOUNTS REPORTED
MAY 31, 1932

NUMBER OF ACCOUNTS REPORTED

| Division | May 1931 | May 1932 | % Increase or Decrease | 5 Months 1931 | 5 Months 1932 | % Increase or Decrease |
|---|---|---|---|---|---|---|
| New York | 199 | 252 | +26.6% | 1360 | 1177 | —13.5% |
| Middle & Southern Atlantic States | 133 | 94 | —29.3% | 666 | 564 | —15.3% |
| New England | 69 | 94 | +36.2% | 460 | 574 | +24.8% |
| Central | 540 | 424 | —21.5% | 3178 | 2574 | —19. % |
| TOTAL | 941 | 864 | — 8.2% | 5664 | 4889 | —13.7% |

TOTAL AMOUNTS REPORTED

| Division | May 1931 | May 1932 | % Increase or Decrease | 5 Months 1931 | 5 Months 1932 | % Increase or Decrease |
|---|---|---|---|---|---|---|
| New York | $ 23,282 | $25,148 | + 8. % | $170,788 | $117,197 | —31.4% |
| Middle and Southern Atlantic States | 11,830 | 11,510 | — 2.7% | 83,377 | 53,339 | —35.9% |
| New England | 7,538 | 6,643 | —11.9% | 43,340 | 43,327 | — .03% |
| Central | 48,682 | 33,492 | —31.2% | 290,121 | 199,450 | —31.3% |
| TOTAL | $ 91,332 | $76,793 | —15.9% | $587,626 | $413,313 | —29.7% |

AVERAGE AMOUNTS

| | 1931 | 1932 | 1931 | 1932 |
|---|---|---|---|---|
| New York | $117 | $100 | $838 | $520 |
| Middle and Southern Atlantic States | 89 | 122 | 622 | 493 |
| New England | 109 | 71 | 450 | 369 |
| Central | 90 | 79 | 455 | 391 |

# APPLIANCE DISTRIBUTION

A Section
Devoted to the
Wholesale Distribution
of
Electrical Appliances
and
Specialties

# Selecting Dealer Outlets in the Pacific Northwest

By HENRY W. YOUNG
Pacific Coast Representative
ELECTRICAL WHOLESALING

**Harper-Meggee, Inc., of Seattle, Spokane and Portland, distribute radio through 15 different types of dealers, washing machines through music stores, and even reach Eskimos living beyond the Arctic Circle by means of Alaskan trading boats**

ONE of the leading electrical specialty distributors of the Pacific Northwest is Harper-Meggee, Inc., with headquarters in Seattle, and branches in Spokane, and Portland. This company has been established 14 years and has been in radio since broadcasting first "broke." Its territory is all of Washington, Oregon, parts of Montana and the Territory of Alaska. Six salesmen are employed; three out of Seattle, two out of Portland and one out of Spokane. The president is R. F. Meggee.

Accumulation of electrical specialty lines has been a gradual process. In the beginning they were distributors for Willard storage batteries and other automotive electrical specialties. Then radio came along and their principal efforts were confined to that, being now RCA Victor distributors for this territory. Alive to the possibilities of refrigeration, the Servel line was added. Telechron clocks are also an important line. Finally, early in April of this year, the ABC line of washing machines formerly handled in Seattle by the Majestic Distributing Co., was taken on.

R. F. Meggee, President
Harper-Meggee, Inc.

The Portland branch of this company is organized to do a thorough merchandising job in the Oregon and Columbia River territories. The manager is Frank H. Barstow, who is also vice-president of the company. The assistant manager is T. A. White and Herbert J. Miller has charge of the service department. The same lines are handled as in the Seattle office. The books of the Portland house showed a total of 107 active radio accounts when Mr. Barstow analyzed his dealer outlets the first of this year. These comprised no less than 15 distinct types of stores as listed on the opposite page.

CLOCKS are sold principally through radio, electrical and jewelry stores. In the latter field there is naturally some competition between the specialty, electrical and jewelry wholesalers, for the clock manufacturers select wholesale outlets in these three fields in a given territory. But this competition is said to be fair and not a great factor anyway.

Not all of the above classes of outlets are adaptable for refrigerators, but there are stores among several of the classifications that are producing a very satisfactory volume of sales on electric refrigerators.

The recently acquired washing machine line is already proving the most consistent volume producer. There is a reason for this, as Mr. Barstow pointed out. The depression has brought many homes back to doing the family wash.

In establishing this line, existing radio and refrigeration outlets, furniture and hardware stores, were especially utilized. In addition, a number of good dealer outlets have been developed among music stores. Such stores, handling as they do pianos, phonographs and records, sheet music, radio and small goods connected with the music trade, would seem to be far fetched as washing machine dealers. But results have proved that this is not the case. They have an extreme summer valley in their sales curve. Numbers of them have turned to refrigeration for that reason, so, to that trade, an electrical appliance line was not a wholly untried venture. Apparently, they are taking to washers very readily.

Music dealers of this class, when located in the smaller towns of 10,000 and under, are given the exclusive dealership. As Oregon is not provided with many large cities, most of the retail trading centers come under this head. So far, being good merchandisers in their own line, they have not been hard to train in washing machine merchandising. The local factory man is able to follow through on this. He starts them out with the elementary principles of the sales

talk and perhaps makes a few calls with them to get them off on the right foot. Then they seem to fall into step very quickly.

One thing that appeals especially to this class of dealers is that the servicing of washing machines is now practically a negligible factor, thanks to the long years of engineering that have gone into the product and to the degree of simplicity that has been attained.

The old trade-in problem is, however, as bothersome as ever. On certain models a trade-in allowance of as high as $18 can be allowed, and yet leave the dealer a fair profit. If he gives any such allowances on the lower priced models, on the other hand, he stands to lose most or all of his profit. It is strictly up to him to make his bargains on a profitable basis. As a distributor, it is their constant recommendation to the dealer that it is to his interest to junk these returned machines and get them out of the market as quickly as possible. Only in exceptional cases, where the machine can readily be put in serviceable condition and a customer found who wants a washer but cannot possibly afford a new machine, is it recommended that a turn be made on the old machine.

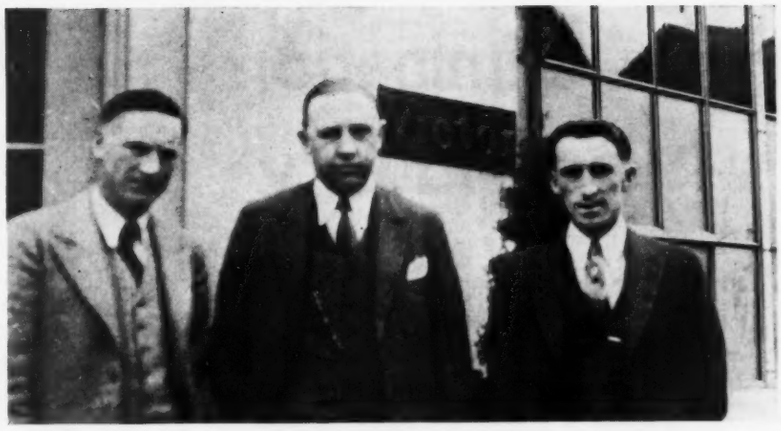
Mr. Meggee states a good business is done in Alaska out of the Seattle house in spite of the fact that most of it has to be closed by mail. They send a representative up there once a year, and this year it will be W. R. McCurdy.

Most people would think that refrigeration would be the last thing to attempt to sell in Alaska. But it must be remembered that the temperature in southeastern Alaska is about the same as in Seattle for a number of months during the year. They are actually selling refrigerators as far north as Valdez.

Radio, of course, goes anywhere into Alaska where there is anybody with the price. Radios and phonograph records are sold in considerable quantilities in Nome and Eskimos buy both who live clear up to Point Barrow. There is quite a lot of real money among the Eskimos, especially around Nome, where they are able to do work for the Government in connection with caring for the reindeer herds.

But among the Eskimos of the far North under the Arctic circle, barter is their best means for obtaining the doubtful delights represented by the modern crooners over the air. To serve them, trading boats go from Seattle clear above the Circle, carrying the radio sets, phonographs and records. For the most part, these boats get their supplies of these specialties from Nome dealers, and are virtually the dealers' house to house, or we might say igloo to igloo, canvassers.

The three houses of Harper - Meggee, Inc. — Seattle, Portland and Spokane—constitute a very closely knit organization in so far as sales activities are concerned. While Portland is situated 200 miles from Seattle and Spokane is nearly twice as far away, frequent sales meetings are held in the main office which are attended not only by executives but all salesmen. Such meetings are held on the average about every 60 days, and all new lines and developments in present lines are thoroughly discussed and analyzed.



Executives of the Portland branch. From the left: Herbert J. Miller, manager service department; Frank H. Barstow, manager; T. A. White, assistant manager.

## 15 Types of Radio Outlets Sold by this Distributor

| | |
|---|---|
| Drug Stores | 22 |
| Music Stores | 21 |
| Radio Stores | 16 |
| Electrical Stores | 12 |
| General Merchandise | 10 |
| Furniture Stores | 9 |
| Automotive Stores | 5 |
| Hardware Stores | 3 |
| Stationery Stores | 2 |
| Department Stores | 2 |
| Electrical Appliance Store | 1 |
| Jewelery Store | 1 |
| Confectionery Store | 1 |
| Sporting Goods Store | 1 |
| Farm Produce Store | 1 |
| Total Radio Accounts | 107 |

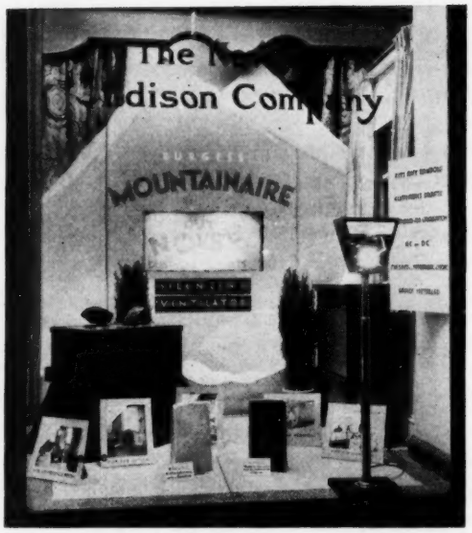
Frank H. Barstow, Vice-President, Harper-Meggee, Inc.

# Noise Elimination - A New Industry

**The commercial development of a sound absorbing principle discovered during war days opens a new field of opportunity to specialty distributors. Many installations have already been made in offices, stores and homes**


## By A. C. SAXER

**Manager, Mountainaire Division, Burgess Battery Co., New York City**

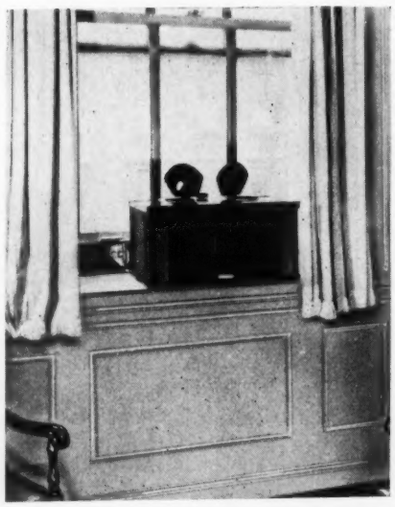




**This window display indicates the interest of utilities in silencing ventilators**

OUT of every depression new industries have sprung, and already there is unmistakable evidence of a new industry rising before us at this very time. 1873 saw the beginning of the building of railroads, 1893 electrification of machinery, 1904-1907 the birth of the automobile industry, and from the dark years of 1920-21 there rose the radio, and mechanical refrigeration. "What now?" is being asked by keen observers—and the answer is, "Elimination of noise and dirt."

The problem of noise has become so great that in New York City the Board of Health appointed a special commission to study it. Their printed report comes in a thick book and points to one direction. "Something must be done to curb the effect of noise." Noise is not a mere nuisance; it is not an evil we must endure. It is blamed for causing fatigue, for disturbing sleep and lowering resistance, for making us irritable (next time you go off in a temper, remember you aren't altogether to blame—your nerves have been affected by noise and your irritability increased). Noise retards thinking; it makes concentration difficult. And the war against noise is on.

Most men and women cannot move their offices and homes to the mountains to escape the rattle, jar and clatter of autos, trucks, building construction and the general roar of a big city. Recent laboratory developments have brought the mountain quiet to the office and home in the form of the silencing ventilator. This is a device that looks like a handsome small radio cabinet, or attractive radiator enclosure, that is placed in front of a window. It brings in fresh air, it keeps out noise. It filters out the noise together with the dust and dirt, and behold, your room becomes an island of quiet in a sea of noise. The silencing ventilator is portable, easily installed and operates from either a.c. or d.c. current.



**"Mountainaire" silencing ventilator installed on window sill**

But this ingenious invention keeps out dust, dirt, soot and pollen as well. It gives a man clean air to breathe, and how important this is in these days was shown recently in an exhibition of lungs, revealing how black with dirt they become in a city. For ourselves, we don't like looking at pickled lungs and we take the word of the scientists for it that city dust causes many of the colds, catarrhs, sore throats, sinus and bronchial trouble with which we are plagued. By keeping out germ-laden dust, this new specialty helps overcome this evil.

Strange as it may seem, this development for eliminating noise and dirt had its origin in war days. Dr. C. F. Burgess, head of the Burgess Laboratories, and his colleague, Dr. Howard F. Weiss, were called upon by the government to find a substitute for cotton. Countless experiments led them to balsam wood, and this wood they shaved into a fine wool. Balsam wool proved effective in absorbing a high quantity of moisture, and anyone else but a scientist would have declared his work done there and let it go at that. But Dr. Weiss noticed that when placed behind a perforated board, the wool absorbs sound also. This aroused his curiosity and led to more experimenting. If you throw a glassful of water at a stone wall, most of it would bounce right back at you, but if you throw it at a wall made of absorbent balsam wool, most of it gets lost there and very little bounces back. Noise acted the same way. Fortunately this idea didn't linger or die in the laboratory, but was brought into commercial use in sound absorbing ceilings and walls for offices, restaurants and hotels.

*(Turn to page 33)*

# Cooperation Hits a Snag in Rockville

By WALTER J. HOLMES

THE action of this story takes place in a thriving city we will call Rockville, because that is not its name and because this is a true story without heroes or a happy ending.

The purpose of the tale is not to prove that the contractor is a nit witted rascal or that the wholesaler a patient martyr waiting for the lions to bite off a leg by way of appetizer. Rather it is a warning that in cooperative movements of the industry there should be a clear-cut, advance understanding as to policies.

To begin with, well meaning individuals with an eye to the benefits of cooperation were struck with the thought that Rockville should have an electrical association with a backbone composed of contractors, wholesalers and the central station. Manufacturers' salesmen and representatives were cordially invited to buy tickets for affairs and to mingle with the customers.

In pursuance of the old Spanish custom of plucking the goose's feathers where it squawked the least the wholesalers were invited to contribute most heavily to financing this new association.

The usual cooperative campaigns were instituted to educate the public concerning the horrors of inadequate wiring and overadequate lamp cord, lack of remote control on power machinery, and the grim forbidding appearance of a home with no electric refrigerator that manufactured cute little ice cubes for the ginger ale.

All was merry as a Polish wedding when into this garden of Eden slid a snake in the form of the idea for an electrical exhibit.

True to their policy of "wholesale only" the wholesalers refrained from taking space in the booths. However, their money indirectly paid the cost of the exhibit. Better, they believed in having the retailers display goods and be on the job to gather in orders and prospects' names.

It was a big day for Rockville when the exhibit opened. The public eagerly thronged to see actual demonstrations of ways and means by which labor saving electricity could be made to sass back the cook. Dealers beamed as the cream of Rockville's womanhood went into ecstacies over the latest in appliances.

But strangely enough, the local wholesalers did not join in the frolic. For though their stomachs were pleasantly filled with electrically baked waffles their hearts were aching. The Niagara-like chatter of the exhibition hall was to them only the bleat of the trimmed lamb. For the booths of their customers were not featuring the lines carried by the wholesalers.

One of the wholesalers strode to the booth of a "customer" and wanted to know why most of the goods displayed were from parts unknown and mostly by manufacturers also unknown. "Well, Jim," replied the dealer, "it's like this. I buy a lot of stuff from you but the stuff I push is the longer profit lines that I get from out of town. Now, in an exhibit a fellow should feature the items he wants to push, shouldn't he?"

"Maybe you think so," the wholesaler returned, "but who planked down the most of the dough that makes this racket possible?"

"You did," admitted the dealer, "but that is no reason why you should hog the exhibit, is it? We thought you wholesalers were sports and regular guys."

"That's what we thought about you," the wholesaler shot back, and the battle was on.

THIS year there is no electrical exhibit in Rockville. And the electrical association—it's just one of those things not mentioned any more in the best electrical circles of Rockville.

Now, for the benefit of electrical associations yet unborn, and of those now yawning with lassitude, let's avoid Rockville's error and have a clean-cut definition of the word COOPERATION.

"That's what we thought about you," the wholesaler shot back, and the battle was on

# Developing Appliance Dealers In Small Towns

By TITUS B. SCHMID
President, Crescent Electric Supply Co.
Dubuque, Ia.

**Carefully planned store demonstrations supervised by the distributor's salesman build full-line dealers, uncover many appliance prospects and stimulate dealers to greater sales efforts**

ESPECIALLY in the smaller towns, those of 5,000 and less, we had found it almost impossible to secure appliance dealers who would carry a full line of appliances on their floor, who would maintain a prospect file and, in a systematic way, follow up these prospects.

As the territory served by our five houses is composed very largely of such small towns, the problem was a most serious one. After much study we finally hit upon an idea which we chose to call our "Circus Campaign."

Each of our managers and his salesmen at once became sold on our plan and proceeded to go out and put it across with no less than 30 dealers with results that surprised us all. These accounts were mostly contractor-dealers, but also included a few utilities and specialty stores.

Here is a typical "sale" of our campaign plan. Having selected the dealer he wants to handle our complete appliance line in a certain town, our salesman approaches him and says, "Mr. Dealer, we want to put on an all-day demonstration of our entire line of home appliances in your store. We have a pet name for these demonstrations, we call them 'Circus Campaigns.' "

To which Mr. Dealer replies, "That sounds like a good idea, but you see I'm loaded with a flock of O. M. (other manufacturers') cleaners which I've got to move before I take on any new lines. But I'll bear you in mind and probably we can do business later."

But our man comes right back, "Let me tell you some more about our plan. We will come in here for a whole day and bring several factory representatives with us. We furnish you with prospect cards and help you get them filled in. I'm certain we can develop a lot of business for you. Right now you are dividing your efforts between lines of different distributors. We believe you can make more sales if you concentrate on our complete line. Our demonstration will arouse a great deal of interest in appliances and help you to move out your present stock sooner than you otherwise would."

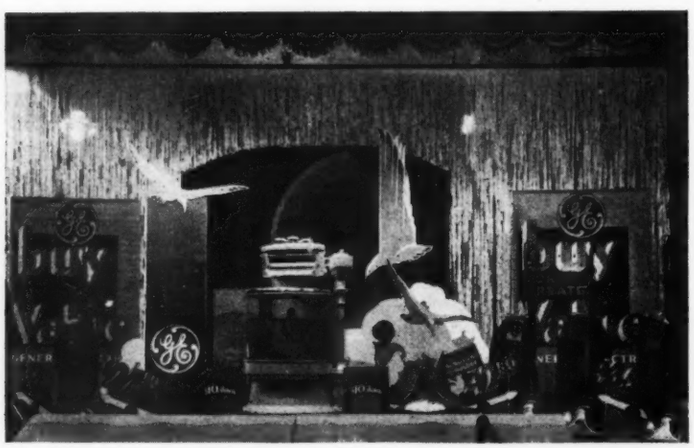
"What would I have to do?" asks the dealer, becoming more interested.

Right "off the bat" the salesman says, "First we want an order for one of each appliance in our line so that you will have a complete display on your floor. (If in a very small town, we would back-water on the purchase of such items as flat-plate ironers, but loan them for the demonstration.) You must know of at least 25 or 30 people who have been thinking about buying a washing machine, radio, vacuum cleaner or some other appliance. Here is a sample of a letter you can send these people."

"No, I can't do all that," says the dealer, "it will cost me too much."

"It will cost you a few dollars but perhaps it would be cheaper to have a boy deliver the letters personally instead of mailing them. Then you can have handbills printed up and spread around by boys, too. We'll come down in two weeks, on Saturday. You can send out the letters on the Thursday before, and plaster the town with your handbills, circus-fashion, on Friday or on Saturday morning. Then, for three or four dollars, you can run a display ad in your local paper a couple of days before the demonstration. All told, you might spend $15 or $20. And don't forget, we donate the services of a highly trained factory man, and our manager will be on the job, too, and we furnish the prospect cards."

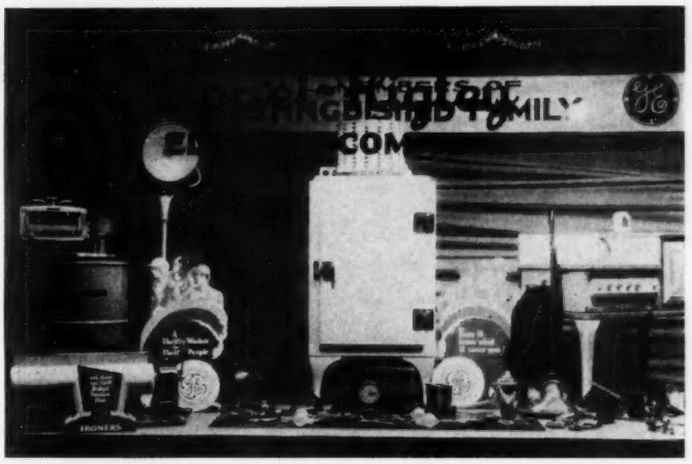
Saturday, by the way, proved the best day for holding demonstrations in most towns. In



Campaign Window of Northwestern Illinois Utilities Co., Savannah, Ill.

each house we have an appliance specialist who played the part of the "highly trained factory salesman." He gave complete demonstrations, including the flat-plate ironer. Our manager and the territory salesman were kept busy filling out prospect cards and finding out what appliances each visitor was interested in. In this work they always enlisted the aid of the dealer himself so he would sub-consciously become thoroughly familiar with our method of developing a prospect file. These cards cost us $4.50 per thousand.

The attendance averaged between 200 and 300 at each demonstration. At the end of the day the dealer was not only all pepped up, but had actually developed a lot of confidence as to his ability to sell our line of appliances. So, while he was "hot", our salesman would say, "Well, John, how did you like it, has it done you some good? It will help me a lot with my dealers in the other towns if you will just tell me so in a letter on your own stationery." In that way we developed a remarkable file of testimonial letters.



Campaign Window of Appel Higley Electric Co., Dubuque, Iowa

These demonstrations not only tied the dealer to us very closely, but they also made him feel that he was an important merchandising unit in his own town. With proper follow-up we established some mighty fine appliance dealers through these campaigns.

THIS matter of follow-up was most important. In every case our salesman called back in about 10 days, saw to it that the dealer had called on the prospects secured at the store and had given them home demonstrations. In every case where the dealer needed help in closing, our man went right out with him.

That we secured real results is proven by this report from one of our salesmen, J. F. Brinkmoeller, "My dealers, six in number, all were extremely enthusiastic when first I presented the plan to them and all expressed a desire to cooperate with us to the fullest extent. The demonstrations, all of which were staged in towns of less than 5,000 population and two of which were in towns of less than 2,000, all had a very good attendance, and were most successful. In every town we arranged for a number of home demonstrations of washers, ironers, cleaners and radio. A number of these demonstrations have already resulted in sales and I consider my job only started, as the final results depend on the follow-up on the part of the dealer and you may rest assured that I will do everything within my power to see that Mr. Dealer follows the leads obtained. In every case the public displayed an interest in our merchandise which was nothing short of a revelation to the dealer. He had to admit that with such an amount of interest shown by the buying public, and with the proper efforts on his part, sales were the only answer. Never, in all my experience of selling, have I worked as hard and gotten so much enjoyment out of my work.

"In addition to coming in contact with so many of the ultimate consumers I tied the dealer so closely to myself and our company that my competitor will find a new knot which is going to puzzle him. First, we have shown an interest in the dealer's store, such as he has never seen before. Second, we showed him who his immediate prospects were for washers, ironers, cleaners and radio. Third, we inaugurated for him a card system which is valuable to him for years to come if consistently used.

"All of these things no other distributors, to my knowledge, have ever attempted to do and you may rest assured that I am driving this fact home to my dealers on every occasion."

These six dealers made 167 home demonstrations in the 30 days immediately following the store demonstrations and sold 10 washers, 11 radios and 39 cleaners.

And here is a typical dealer's report. "I am so pleased over the results of the 'Appliance Circus' that I thought you might want to hear from me on the subject. This one-day campaign was held on April 25 and brought to my store, I would estimate, over 300 people. Out of this number I secured a great many prospects, some of which have been closed since that time. I am so enthused over this method of publicity caused for me by your representative that I have agreed to stage a cleaner campaign this week. Can frankly and honestly say that I have never had such interest shown in my store and I heartily recommend the method you have used to create interest in these appliances in my town."

ONE of our largest demonstrations was held at J. J. Callahan's Electric Store in Muscatine, Ia., and this is the report that Tom Kelley, our Davenport manager, sent in. "We had a total attendance of approximately 500 people in the store that day. We secured a total of 117 interested prospects divided as follows: washers 26; clocks 9; cleaners 6; air heaters 2; sunlamps 2; refrigerators 19; sewing machines 38; radios 17; ranges 3, and flatplate ironers 24. Actual sales for the day were one radio and two sewing machines. It is interesting to note that a large percentage of the prospects secured were for sewing machines, washing machines and flatplate ironers. These three products were being demonstrated continuously all day.

"For the first time at any of our demonstrations our sales force appeared in white uniforms, wearing the white shirt with a G. E. blue monogram embroidered on the left breast side and a pair of white trousers. This was very helpful in distinguishing ourselves, especially when there was a crowd in the house."

As a result of these campaigns our dealers are now aggressively pushing *all* appliances as never before.

# Sell Vacuum Cleaners - Too

**In their desire to cash in on the popularity of radio, refrigeration and, more recently, air conditioning, many distributors have overlooked vacuum cleaners, a staple specialty which enjoys a continuous market**

**By J. J. DOWNS**
Sales Manager, Clements Mfg. Co.
Chicago, Ill.

EVERY year, in good times and in bad, young people are getting married and establishing their own homes. In all but the poorest of these households the electric vacuum cleaner is looked upon as one of the necessities to be included in the initial equipment of the new home. This is one reason why vacuum cleaners enjoy a continuous market. There is also another. Vacuum cleaners wear out. After eight or 10 years of constant use they are ready for replacement. These are two principal reasons why over one million vacuum cleaners have been sold annually for the last 14 years with the exeception of 1931. Even last year, in spite of the general tightening of consumers' purse strings, sales totalled over 687,000 cleaners with a retail value in excess of $34,000,000. And, in spite of these large sales, only 48 per cent of the country's wired homes are today equipped with vacuum cleaners.

Who has sold these cleaners? Certainly the electrical distributor cannot account for the 10 million cleaners now in use. Although many have been sold by utilities, house-to-house crews working directly for the manufacturer have sold most of them in years past. In the days of riotous spending which existed up to the latter part of 1929, the housewife readily paid as high as $85 for a cleaner. Fly-by-night canvassers waxed fat on the exorbitant commissions which these high prices made possible.

Today, however, conditions are quite different. The housewife knows she can purchase a good cleaner from her local merchant for less than $50. The itinerant canvasser finds it impossible to sell any quantity at almost double the price at which they are displayed in the local stores. Door bell pushers, selling all kinds of wares, have multiplied tremendously as unemployment has increased. They no longer get the reception they did a few years back.

Hence, the logical distribution channel for vacuum cleaners is now through the distributor and dealer. Many manufacturers who formerly secured large volumes from house-to-house crews, operating from their own sales branches, have recognized this fact and closed these branches.

The majority of distributors, however, especially those of the specialty type, have been so obsessed with the popularity of refrigerators and other appliances having a relatively high unit of sale, that they have either neglected vacuum cleaners entirely or have only put spasmodic effort behind them during periods when they were not campaigning some larger appliance.

They have apparently overlooked the opportunity for year-round profits which exists in the aggressive pushing of this household necessity which has long since passed from the pioneering stage.

The distributor's margin of profit on this line averages 25 per cent. There are only two or three models in the lines of most cleaner manufacturers. The distributor is not compelled to buy in large quantities. As a result his investment in inventory is low and his turnover on this line should be much better than for his business as a whole. There is no service problem. Any minor repairs can be handled by the dealer and should a cleaner develop any serious defects, it is immediately returned to the manufacturer.

The success of the distributor with vacuum cleaners, as with all specialties, depends upon his intelligent selection of dealer outlets. The type of store is of far less importance than the dealer's ability to go out and make sales. Although some cleaners are sold from

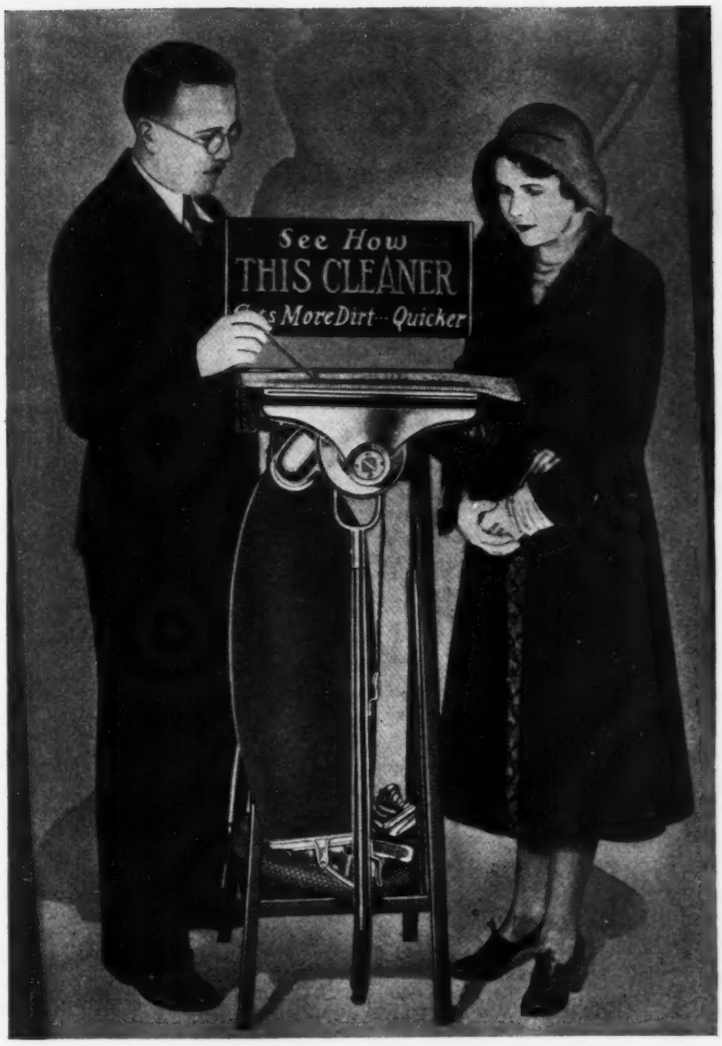
the dealer's floor, neither distributor nor dealer will make any real profits from these sales alone.

Aggressive outside selling is necessary. This does not necessarily mean "cold turkey" door-to-door canvassing, but it does mean the outside follow-up of all leads, together with active solicitation of the dealer's customers. With smaller dealers a full time outside man will not be required if the store clerks are given certain hours in which to do outside selling.

Radio, hardware, electrical and furniture dealers all make excellent vacuum cleaner outlets provided they will put men out in their own neighborhoods and follow up all their old customers—not spasmodically, but consistently.

Vacuum cleaners are a 12 month item. Each year the spring and fall peaks are getting smaller. Intensive, semi-annual house cleanings are no longer necessary now that the vacuum cleaner has so largely replaced the broom and carpet sweeper. As a result, this appliance is a staple bread and butter, year-round line both for the distributor and the dealer.

There are several convincing arguments which the distributor can use to persuade a wide-awake dealer to first take on his line of cleaners and then to get aggressively behind them. First of all, his margin of profit is very satisfactory. It averages between 40 and 45 per cent. As with the distributor, his investment in stock is small. Very little floor space is required for display and demonstration. Servicing is almost nil. No heavy trucking and handling costs are involved. The proportion of cleaners sold for cash is high, usually around 50 per cent. Finance companies are favorable to vacuum cleaner paper as repossessions are few. Trade-ins present no problem as manufacturers' suggested price schedules provide for an allowance on old machines.




**Cleaners are adapted to spectacular displays which require but little floor space**

No cleaner sale is complete unless a set of attachments is included. A good dealer should sell seven or eight attachment sets to every 10 cleaners and, where he fails to sell the attachments with the cleaner, he is overlooking a real bet if he fails to go back and sell them later.

Old cleaners taken in trade make excellent "leaders." Prominently displayed in the dealer's window and marked with a low price anywhere from two to six dollars they will draw prospects into the store who can be traded up to a new machine.

Department stores, with their heavy store traffic and wide clientele, are usually very successful with vacuum cleaners. Their buyers, however, have been accustomed to buy direct from the cleaner manufacturer. For this reason many distributors have kept away from this type of store. As a matter of fact if the distributor would go into any department store in his territory and do a real sales job there for his manufacturer he would find that manufacturer only too ready to protect him on the account.

**The adaptability of the vacuum cleaner is easily shown by demonstration**

Sales of 687,000 vacuum cleaners in the dark year of 1931 are evidence of the extent of the market. There are real profits in this line for the distributor who doesn't concentrate on a single product, who doesn't overlook his staple specialties, who consistently pushes all his lines and who sees to it that his dealers do likewise.

Cooperation between wholesaler, wholesaler's salesman and manufacturer is vital to each, for our very existence in the business world depends a great deal on this desire and ability to work together to the end that greater volume and profits can be mutually enjoyed.

# *Retail Outlets and Consumer Demand

By KENNETH DAMERON
Executive Secretary
Electrical Merchandising Joint Committee

**Refrigerators lead in popularity among housewives. Department stores are becoming more aggressive in the electrical field. Recent market study reveals other tendencies in the distribution of electrical appliances**

OPPORTUNITIES apparently go in cycles. Each major cycle is known to produce one great merchandising opportunity. The present cycle offers to the merchandising world an unprecedented selling opportunity in electrical goods. The sales of electrical goods have many characteristics of prosperity sales. Further, they have been supported by national advertising and promotion overshadowing that of other items.

On January 1, 1932, it was estimated that approximately 21 million homes were wired. These wired homes present a market which, as yet, is undeveloped. It has scarcely been scratched on the surface. The demand for electrical appliances in urban areas is well recognized, but electricity in farm homes offers a new and profitable market. Aided by the government, agricultural colleges, and similar agencies, rural life in America is being taught the utility of appliances in the home.

## Consumer Demand

Consumer demand in the electrical appliance field may be expressed first as a market opportunity and second as a demand for service.

The wired homes of the United States were surveyed to determine the suitability of the wiring for the use of appliances and the number of appliances in use in any one home. From this survey it was found that the dining room was most adequately wired and that the bathroom was least equipped for the use of electrical appliances. Hence, dining room appliances merit intensive promotion. In this connection retailers should cooperate with utilities in seeing that all wired homes are adequate for appliances and have a sufficient number of convenience outlets. This is a cooperative opportunity overlooked by many.

The findings of this survey indicate that toasters, cleaners, irons, and washing machines are the most regularly and widely used electrical goods, but even here the point of sales saturation has not been reached. Regularity in use is mentioned because many homes own appliances which were not given continuous use. This applied to practically all time and labor saving devices except irons, cleaners, toasters, and washing machines. In certain areas, time and labor saving appliances have had active sales, whereas the sales of health and comfort appliances have lagged. It is, therefore, desirable that retailers inventory their communities to determine what type of appliance is in most active use and, at the same time, to find indications of new potential markets.

Not a single home had 12 labor saving devices, according to this survey. Flat irons, vacuum cleaners, toasters, washing machines, and percolators were in most active and regular use. Among the health and comfort appliances, such as portable lamps, curling irons, fans, heaters, heating pads, water heaters and ventilating fans, the portable lamp was found in 91 per cent of the homes. The curling iron ranked next, and it was found in but 34 per cent of the homes.

Significant to the electrical appliance market is the fact that 46 per cent of the women interviewed desired to do more house work with the aid of electricity. Through the efforts of pioneer advertising and merchandising, their interest in electrical labor saving devices is very great. The consumers who expressed a desire to own other electrical appliances were asked to state the type of work they would like to do electrically. Refrigeration was mentioned more often than any other type—a significant finding in view of the fact that the refrigerator is one of the most extensively advertised of electrical products.

Those who expressed a desire for more appliances were asked to state why they had not bought them. Cost of appliances and installation was given by far the most frequently and as the leading point of resistance, with cost of current in second place in importance. The fact that cost was the most deterrent factor, should indicate to retailers that they have a real problem in consumer financing. The objection "cost of current" suggests that they should cooperate with public service companies in developing a knowledge of rates and in reducing rates to consumers.

Consumers demand that products be sold at popular prices and on convenient terms. The best selling prices by item are given in the accompanying table.

It is clear that the majority of consumers prefer a convenient time payment plan. According to a recent survey, the per cent of sales on time payments was as follows:

Central Stations, 81% Department Stores, 77%
Electrical and Hardware Stores, 64%

*From an address delivered at the N. E. L. A. Convention, Atlantic City, June 8, 1932.

The service factor is important as indicated by the fact that 76 per cent of central stations maintain service departments, as against 65 per cent of department stores and 60.5 per cent of electrical and hardware stores.

## Who Should Merchandise Electrical Appliances?

The question, "who *should* merchandise electrical appliances?" may be partially answered by discussing "who *is* merchandising electrical appliances." A study conducted in 1929 indicates the marketing channels for electrical goods as follows: Central stations, 35%; electrical contractor-dealers, 20%; hardware stores, 16%; electrical dealers, 13%; department stores, 9%; furniture stores, 2%; miscellaneous: drug stores, etc., 7%.

A study made by the research department of the Woman's Home Companion gives the importance of various retail outlets as indicated by the per cent of families buying from each. The results are as follows: electrical stores, 29%; department stores, 28.7%; central stations, 22.7%; hardware stores, 4.3%; miscellaneous, 15.3%. As applied to sales in small towns, this same study indicated the following: electrical stores, 33.9%; departments stores, 28.8%; central stations, 18.7%; hardware stores, 11.1%; miscellaneous, 15.5%.

**Housewives' Preferences for Appliances**

| | |
|---|---|
| Refrigerators | 37% |
| Ranges and Cookers | 22% |
| Washing Machines | 20% |
| Ironers | 20% |
| Vacuum Cleaners | 8% |
| Toasters | 4% |
| Dish Washers | 4% |
| Percolators | 3% |
| Sewing Machines | 2% |
| Floor Polishers | 2% |

There must be some reason for the predominance of certain retail types, including central stations, in the distribution of electrical appliances. The dominance of the utilities is no doubt due to the fact that they have recognized consumer interest and adjusted merchandising policies to harmonize accordingly. There is another factor which many have been reluctant to consider and that is the type of product. A product analysis indicates that electrical appliances are for the most part specialty goods and call for a distinct type of merchandising. Is it possible that many traditional methods of merchandising do not apply to electrical appliances?

The above facts may be supplemented with an analysis of recent tendencies in the distribution of electrical appliances. These tendencies are based on the market survey conducted by the Electrical Merchandising Joint Committee.

Certain observations and problems arise as an outgrowth of this survey. Many of the observations are the result of the field inquiry, where it was possible to secure more revealing data than are generally received in questionnaires. Likewise, the results of the combined investigations permit the statement of outstanding trends and tendencies.

As retail outlets, utilities and manufacturers' branches were important in products requiring pioneering and high promotional costs. These are invariably the heavy load building appliances. Apparently, typical retail institutions, such as department stores, furniture stores, and hardware stores, are reluctant to engage in pioneer merchandising.

Electrical dealers, in contrast to non-electrical dealers, are dominant in the retail distribution of products where technical skill is important. This is especially true in smaller cities, where the non-electrical dealers are unable to handle adequately installation, service, and repair.

Department stores are taking an increasing interest in electrical appliance merchandising. This interest is underscored by their showing in the sale of table appliances, washing machines, and vacuum sweepers. (A recent field investigation, March, 1932, reveals more aggressive merchandising efforts on the part of department stores for the remainder of 1932.)

Hardware stores are apparently not taking advantage of their market opportunity, even in states and cities where utilities have ceased to merchandise. This may be due to lack of capital and inability to finance the consumer. In certain areas, wholesale distributors have worked out a plan whereby they finance the retail customers of hardware stores.

Drug stores, while doing a creditable business in table appliances, fans, small heaters, and electrical supplies, are apparently overlooking the market opportunity resulting from the demand for heating pads, health lamps, and related lines. This business seems to be going to the utilities.

Mail order house retail branches are engaging in the active promotion of most appliances. They are significant factors in the lower-price grouping.

Leased sections, superimposed upon retail outlets, are apparently on the increase. This may result from the caution and experimental attitude on the part of many dealers.

With the trend of the times, the retail channels for electrical appliances reflect the tendency of all retail types to distribute new and, in many cases, unrelated lines in order to rehabilitate volume and profits.

A general trend toward the distribution of electrical appliances is noted. The single specialty type of distribution is passing. In its stead there are being established electrical merchandising stores which are shopping institutions of a department store variety.

**Best Selling Prices of Individual Appliances**

| Appliance | Price Range | Best Selling Price |
|---|---|---|
| Refrigerators | $99.50-$285.00 | $200.00 |
| Washing Machines | 59.40- 165.00 | 69.50 |
| Ironers | 69.50- 104.50 | 69.50 |
| Sewing Machines | 39.50- 119.00 | 49.50 |
| Cleaners | 19.95- 69.50 | 49.50 |
| Fans | 1.98- 16.50 | 6.50 |
| Irons | 1.95- 4.95 | 3.95 |
| Percolators | 4.95- 10.50 | 5.95 |
| Waffle Irons | 3.95- 13.75 | 5.95 |
| Toasters | 1.00- 5.95 | 3.95 |

# Views of Our Readers

## N.E.W.A. Merits Loyal Support

To THE EDITOR:

As a member of the N.E.W.A. and as Chairman of its Free Lance Group, I was recently requested to confer with three members as to their reasons for wishing to withdraw from the Association. This duty I willingly assumed and on my first call, after the preliminary remarks, I stated the main object of my visit. The answer was typical, especially in these times of trying to make ends meet, and was as follows:

"I do not get sufficient benefit from the National Association to warrant the expenditure for affiliation with the organization."

I argued that if the wholesalers are to be recognized as a distinct and important branch of the electrical industry, they must have a mouthpiece, and that the N.E.W.A. is just that. However, this particular member, forgetting all of the accomplishments of the Association through years of constant effort, could not put his finger on any tangible benefit he had received. He further stated that he would receive all the intangible benefits whether or not he was a member of the Association—just as others who are not members are now doing. He could not recognize his obligations to the industry and the Association simply because others were not doing their part to meet this obligation.

If such a condition existed in our United States of America, we would not have any United States and why would not the same reasoning hold true here? What interest has New York in Illinois, or Kansas in California? In most cases they compete against each other in Congress to secure legislation for one to the detriment of the other.

Further, why should Kansas pay taxes to our federal government for the maintenance of a navy. They are far removed from the seaboard and, therefore, are not worried about an attack by an enemy from the sea.

The United States of America are bound together by a common cause to protect one another from outside attack, and for a better opportunity of assisting one another to increase commerce and trade, and maintain order.

So we in our industry, or the group in any industry, should be bound together to improve conditions in that industry and to help one another to overcome the attacks from without their group as well as within the group, and to pass on information of a general nature to assist one another to better operate his business for the mutual benefit of all concerned.

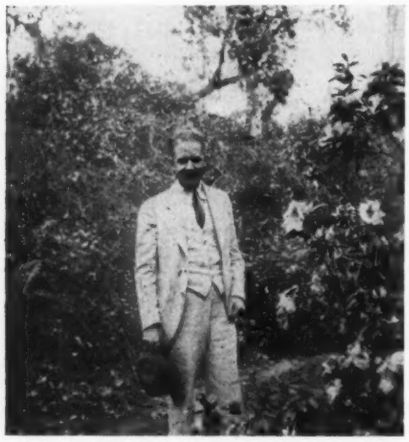
The second party whom I approached countered me with the question: "Why the National Association? All my problems are local. Why should I worry about the man in California? His problems are not my problems—he doesn't even breathe the same air I breathe nor speak the same lingo I speak."

Yes, we still, in this advancing age, have those in our midst who cannot see beyond their own noses, those who think the tail wags the dog, those who are selfish and those who think that they can live unto themselves, can draw themselves into their own shells and not be affected by their next door neighbor. And by next door neighbor, I do not simply refer to our old understanding of this phrase. We no longer travel by foot or horse and buggy and take all day to visit a relative or friend ten miles removed from us. In this age we pass over our continent in a day, or cross to distant shores in a few days. Any activities affecting others in distant places, or news worthy of note, is flashed around this globe we inhabit in less than a minute. No longer must the man in California wait a month to know what is going on in New York, nor does Europe await a steamer taking ten days to travel from America to learn what is transpiring here.

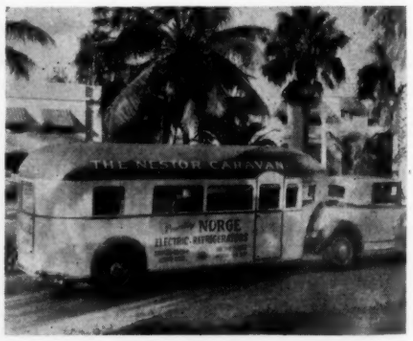
Still, we have those in business who live in the past, who do not progress with time and who think that the actions of a concern or individual five hundred or one thousand miles distant will not affect them.

My personal belief is that our depression period has lasted unduly long for this very reason. Our statesmen are living in the past. They do not realize that our next door neighbor, who must be aided in order that we may progress unhindered, is not the man within our own borders as much as the man across the seas in what is to many of us distant territory. With our present means of transportation and communication, the man at the opposite end of the earth is our neighbor, and until we can get all parts of this earthly commercial machinery moving in unison, the machinery will not function smoothly.

The third party I approached with my story met me with the answer: "I am so tied up with my business that I do not get time to attend the conventions and meetings, so I get little benefit from my membership. Why should I continue to belong to it?" In the words of our beloved deceased ex-president, Theodore Roosevelt: "Every man owes some of his time to the upbuilding of the



**"In Spring a Young Man's Fancy":** Well, anyway here is F. A. Robertson of the Robertson Supply Co., Orlando, Fla., enjoying the color and fragrance of February flowers—alone.




**The Nestor Caravan:** Paul R. Dolvin, district manager, Electromaster, Inc., and J. R. Balfe of the Norge Nestor Co., Jacksonville, Fla., are highly enthusiastic over the merits of this huge trailer which enables them to bring goods to the customer for demonstration and allows them to present their sales stories to the customer without interruption.

profession to which he belongs."

Also, "As ye sow, so shall ye reap." Whether in business, social or religious groups, this statement holds good. The man or woman who joins any fraternal organization and expects to benefit from that association without giving of his time just fools himself. He must mingle with his fellow-members, participate in the activities and also should shoulder some of the responsibilities by accepting certain duties or positions on committees in which duties he must be active to obtain any real benefit from his membership. The man who would imbibe the love and fear of God must join a church and be active in its functioning to enjoy that love and fear. So, in business circles, if a man desires to gain knowledge and make acquaintances, he must take part in business activities and business organizations, must accept his portion of the responsibility and must give of his experiences as well as receive from others.

Let each one in our industry join his local organization, or if none is organized in his territory, get busy and start one in order to solve local problems and then all join and get behind the National Electrical Wholesalers' Association to solve our national or general problems.

Give unstintingly and ungrudgingly of time and experience to overcome our selfish spirits, and reap the harvest from the activities which we sow and harrow. May we not be so shortsighted that we cannot see what our distant competitor does will also soon affect us.

When we participate in sports or pastimes we do so according to a set of rules and regulations, and often under the supervision of an umpire or judge. In business we do not have an official to govern our conduct of business, but there are certain understood rules and regulations unwritten but fairly well understood by the trade in general, and we should so conduct ourselves and our actions in our individual institutions as to indicate fair play on our part in the development of the industry as a whole.

Our N.E.W.A. has been in existence for 25 years and has many of its original members still in it. Among the members are the largest and most influential institutions in the industry. The organization is without debt and on a paying basis, and, notwithstanding, the dues invariably allow for a handsome discount.

The charter with rules, regulations and by-laws, has been in force practically without alterations since the beginning, and this holds good also as to method of assessing dues.

Truly, this is a remarkable record. It is seldom that an association is so fortunate as to secure such a loyal, conscientious and efficient staff of employees and officers as our organization has had in the period of its existence, and we may well be proud of its accomplishments.

HENRY J. BAITINGER, *President,*
*Baitinger Electric Co.,*
*New York City.*

**Launching New Business Digging Contest:** The dirt flew thick and fast at Nela Camp as N. H. Boynton and E. E. Potter, sales managers, respectively, of the western and eastern sales groups of General Electric's Incandescent Lamp Department, officially launched the "Dig In" contest, a summer new business activity, by engaging in an earth digging match. The first to dig up a cubic foot of earth after a given signal was to win 100 points for his group. Evidently Mr. Boynton's big gray sombrero and the long handle on Mr. Potter's spade proved equal handicaps, for the contest ended in a draw, thereby leaving their respective cohorts to wage the battle on even terms.

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## Water Heater Campaign Started in Philadelphia

The latest promotional activity of the Electrical Association of Philadelphia is an electric water heater campaign.

Among its features are free installations of water heaters, made within certain limitations; arrangements for the financing of dealers and contractors; the award of installation work to contractors in the territory of the sale, and special off-peak current rates as a sales inducement to the buyer. A comprehensive advertising and sales promotion plan has been developed in connection with the campaign. This campaign is supplemental to the 1932 electric refrigeration and range campaigns already put into operation by the Association.

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## Noise Elimination a New Industry

*(Continued from page 24)*

The same principle is applied in the portable silencing ventilator. In this device all noise has to pass through the sound absorbing walls. The roar that goes in on the outside just doesn't come out on the inside. Thus the successful principle of silencing first developed in the laboratory during wartime stress is now available for commercial use. Installations have already been made in the executive offices of the world's largest corporations, in private offices and in showrooms; in living rooms, bedrooms . . . and nurseries!

The flow and direction of the air can be regulated. Warmed indoor air can be mixed with outdoor air, both filtered and circulated in the room. The time is already here when a man who looks at an office is saying, "What are you doing to keep out noise?" and the woman who looks at an apartment will say, "Where is the silencing ventilator?" And distributors will become experts in silencing ventilation, in addition to their other abilities.

## Two Sets to the Family

The hope of the radio industry for anything approaching a satisfactory business this year lies in the "two-sets-to-the-family" market, in the opinion of J. M. Spangler, of National Carbon Co., newly-elected director of the R.M.A. Mr. Spangler was an interested attendant upon the meetings of the Association at the recent Chicago convention.

"The radio business," said Mr. Spangler, "is passing through many of the stages which marked the progress of the automobile industry. Families not only want but need more than one radio; it is a distinct demand. But they do not want junk, thrown together and called a radio set. As I see it, the largest business for many months to come will be in the manufacture of thoroughly high class, small machines, suitable for the library, den or bedrooms of the various members of the family.

"We had just as well discard the lure of low prices in trying to handle this problem; and, the good old 'tone quality' appeal has a very limited audience; the vast majority of radio listeners do not know whether there are one hundred or ten thousand vibrations in a given sound, and they don't care. They want and need a supplementary radio receiver to settle the old family quarrel as to whether the dial shall be turned to the fight at Madison Square Garden or to the symphony concert.

"The tube replacement business is in fairly healthy condition now, but what the outcome of a threatened diversity in type of tubes for the new sets will be, no one can forecast. It is apparent that unless there is some reasonable measure of standardization, there will be tremendous waste in production and distribution and the tube dealers will have worse than a Chinese puzzle on their hands."

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## Washing Machine Sales More Stable

The electric washing machine, being one of the oldest of the major appliances, and having gone through most of the nightmares of merchandising, is perhaps now on as stable a basis as any of the major electric appliances. Particularly is this the case in connection with the discount schedule, which permits the merchandise to be passed through the wholesaler to the dealer, with enough left for the latter to do a good selling job. Moreover, the trade-in problem in that field is said to be not nearly as bad as it was in former years.

Speaking with L. E. Clark, president of the Reiman Wholesale Electric Co., Los Angeles, a wholesale electrical distributor of supplies and appliances, he pointed out that in normal times they could count on moving just about a carload of washers a month, which is 85 machines. Strange to say, he buys a machine made in Pennsylvania, for it is cheaper to ship by water to Los Angeles than it would be to ship from Iowa, one of the great washing machine manufacturing centers.

The stock is bought outright from the manufacturer and the distributor then sets his own list on it, which corresponds closely with lists elsewhere, with the addition of the increased transportation charges to the Pacific Coast.

In merchandising washing machines he depends mainly on three classes of dealers named in order of importance as follows: furniture stores; electrical and radio stores; hardware stores.

His regular salesmen handle the washing machine business satisfactorily, with the aid of one specialty man, who is a master salesman, so to speak, schools the dealer's salesmen as well as his own, helps the dealer organize his merchandising activities and so on.

Mr. Clark is of the opinion that when "times" come back we will see far more complete dealer set-ups in the electrical merchandising field than ever before.

**That's the Right Frame of Mind:** E. C. McEachron, who does a great many things well for the Tacoma, Wash., branch of Graybar, is all pleased over the way that "Mixmasters" are moving and says that the line is hot. Furthermore, he says that he is just as sure as he is of anything that this country and business generally are headed for another era of prosperity that will beat anything that has gone before.

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## Non-Metallic Surface Extensions Now Approved by Code

A new section, No. 516 covering non-metallic surface extensions, has been approved on letter ballot by the required two-thirds vote of the electrical committee of the National Fire Protection Association and has been declared in force as a part of the National Electrical Code. The text of this new section is as follows:

"Section 516. Non-Metallic Surface Extensions.

"a. Semi-portable two-wire assemblies approved for the purpose may be used as extensions to existing convenience outlets or lighting and/or appliance branch circuits only in exposed dry locations in residence or office occupancies.

"b. Attachment of such extensions to existing convenience outlets shall be by plug connectors approved for the purpose.

"c. Such extensions shall be attached only to the surface of interior woodwork or plaster finish and shall not be installed as concealed wiring or run through floors or partitions or be installed where subject to moisture or corrosive vapors; nor be installed in contact with any piping, metal work or other conductive material.

"d. Such extensions shall not be made on circuits of over 150 volts.

"e. Individual extensions shall not run more than 20 ft. in either direction from the existing outlet, and may contain a maximum of three receptacles provided that the total outlets on the branch circuit including those on the extension are not over 12.

"f. Such assemblies shall be secured between outlets to the surface wired over by tacks, screws, small nails or other approved means at intervals of not more than 6 inches, except that the assembly shall not be secured within 6 inches of a connector. The heads of such nails or screws shall not exceed in width one-half the space between the conductors in the assembly.

"g. Receptacles and other fittings shall be of approved type and be secured to the surface wired over by suitable screws. The end of the assembly on such an extension shall terminate in an approved receptacle which covers the ends of the wires in the assembly. All angle bends which reduce the space between conductors shall be covered by an approved cap securely attached to the surface wired over.

"h. Such extensions shall be made in continuous lengths without joint, splice, tap or exposed bare conductors."

# FACTORY PRODUCTION FOR 2 MONTHS SOLD

*just by showing samples*

•

MODEL B
$19.95
(RETAIL)

Price includes Food Mixer, Juice Extractor, two French Ivory Bowls, single agitator and double beaters.

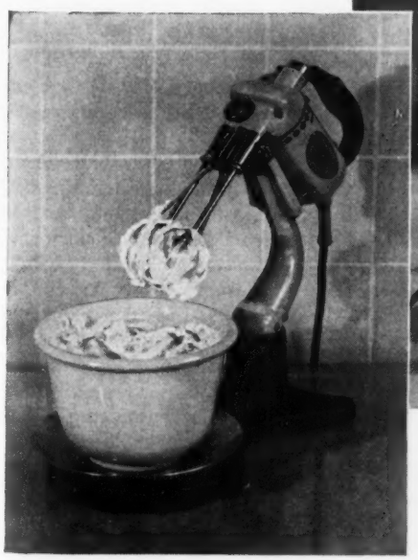
**$20.95 West of Rocky Mountains**

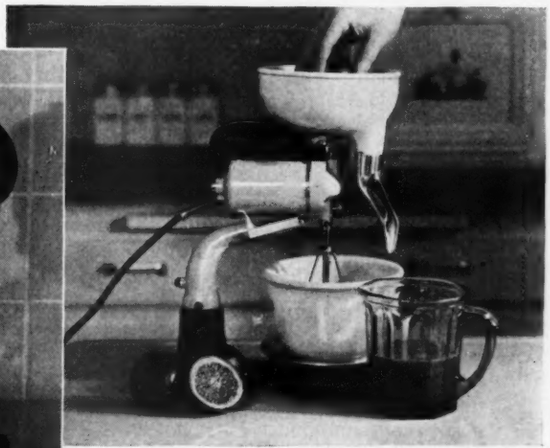
So outstanding is this new Hamilton Beach that thousands were ordered without a word of publicity—from introductory samples carried by our representatives and jobbers' salesmen.

That is a **word to the wise** jobber's salesman — take along a sample! Over 200 jobber's salesmen now have Hamilton Beach carrying cases. Ask your sales manager for one.

Food Mixers — the fast selling appliance today — demand your attention. Your success depends on pushing Mixers because dealers can sell them.

The Hamilton Beach set-up is made-to-order for jobber's salesman selling. A sound jobber policy is thoroughly established. All dealers are sold through jobbers. This includes the large department stores and public utilities. That's where you can get **volume.** The Hamilton Beach Mfg. Co., Racine, Wis. Subsidiary of Scovill Mfg. Co.





Portable—Pick it up and use it anywhere. Nothing to detach or adjust. One hand easily slides it on or off the stand.

•

The Extractor is sanitary because there is no bearing running in the bowl. Will operate quietly **year** after **year.**

# HAMILTON BEACH

# Trends in Distribution

**A digest of selected articles appearing in recent issues of business and trade publications which reflect distribution trends in various fields**

## Sales Training Can Conquer Business Depression

If I were asked to explain our consistently increasing volume in a word or two, I would say that it was chiefly due to a policy of sales education that begins when a salesman hangs his hat for the first time in one of our offices and continues until, for some reason or other, he leaves the organization.

Let me summarize our sales training policy. There can be a formula for everything a salesman does in connection with his daily work. If your proposition is worthwhile, it is worthy of a plan—one that will enable the salesman to get the most out of his job, in your interest as well as in his own.

We believe that it is a company's obligation to its sales force to carry on a program of sales education, not spasmodically when the need arises, but continuously, because that is the only way to maintain an organization on a permanently high level of efficiency and accomplishment.

That, in substance, is the reason why sales training has played a major part in our policy from the early days of Timken's entry into the oil burner field.—By E. V. WALSH, general sales manager, Timken Silent Automatic Co., in *Executives Service Bulletin* for April.

▼

## Distribution: The Major Problem

From 1930 on, the major problem has been, and will continue to be, one of *distribution.*

In most industries where the margin of profit was relatively small, and sales prices could not be increased, very considerable savings necessarily had to be effected out of the cost of operation to balance the budget properly, if the money for buying power was to be coaxed out of the public's pockets.

Selling was concentrated in the territories having greatest potentiality, and the expansion of national advertising and sales promotion was curtailed in favor of intensive advertising and sales promotion in the local selling areas where it was estimated the greatest buying power was available.

Selling prices were adjusted to permit proper spread of discounts to distributors and dealers which would enable them to operate on a profitable basis if their management was efficient. The aim was to solidfy sales outlets and stop the heavy turnover in dealers which had been the bane of most distributing organizations. — FRANK E. SMITH, president Servel, Inc., in *Executive Service Bulletin* for April.

▼

## Architects Now Have Time for Salesmen

Robert D. Kohn, retiring president of the American Institute of Architects, believes that manufacturers are making a grave mistake in reducing or eliminating calls by their qualified representatives upon the architects of the country. Emphasizing the fact that architects need the information that well informed salesmen can offer them about the newer building materials and their proper use, he points out that during this slack period the principals of even the largest firms can give interviews that normally would be impossible.—*Building Market News* for May.

▼

## Sell Sun Lamps in Summer

The average adult probably does not absorb as much ultraviolet radiation in the summer as is available from natural sources. This is because of the requirements of convention in the way of dress, and the comparatively limited time outside of working hours to get into the sunlight. Ultraviolet S-2 equipment can be sold for summer use on the principle that it will assure the user of an adequate amount of ultraviolet irradiation, whether or not he exposes himself to the sun.—*Lighting* for April.

## Distributor Councils Influence Manufacturer's Policies

It is already evident in cases that money added to the selling price to make possible larger dealer margins will sell more merchandise than money taken from the price at the sacrifice of dealer profits.

The composite opinion of the distributive organization can usually build a more efficient plan. Feeling that they have ownership in it by helping such a program, they will stand behind it with greater loyalty and support.

The main features of the Norge sales program have been the outgrowth of periodic distributor conferences. No major policy or plan is adopted unless first submitted to distributor councils. This probably is one of the big reasons why Norge showed a 460 per cent gain in 1931 compared to a gain of 35 per cent reported by the entire industry.—JOHN H. KNAPP in *Class & Industrial Marketing* for May.

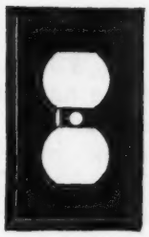
▼

## The Value of Supervised, Planned Selling

We have evolved a "task-and-accomplishment" system which has given our organization almost as many better-than-quota men as all other General Electric distributors put together. Every month during 1931 showed an increase over that of the previous year's identical month.

The one vital lesson our experience holds for companies in other lines is that the planning of sales work according to a pre-tested standard of performance will outsell any method which allows each salesman to work according to the dictates of his own judgment.

Take the matter of canvassing as an example. It has been proved that canvassing produces more leads for sales than any other single prospecting method. Our men canvass over 25 prospects a day regularly, relentlessly. They do it under supervision and by plan.—REX COLE, president Rex Cole, Inc., in *Sales Management* for May 1.



# AT LAST!....we all get the "breaks"

## Business all about us—*new business from old buildings.....*

. . . Electrical Wholesalers and Contractors can find business in the rewiring of old buildings.

Nothing marks an office building, apartment house or residence as being out-of-date so quickly as old switches, receptacles, lighting fixtures, and inadequate wiring. Half of today's buildings are in need of modernizing.

Homes, schools, apartments, stores, institutions—everything from cottage to college—that were built a few years ago are not wired adequately enough to meet **today's electrical needs.**

. . . and they'll spend the money!

Electrical wholesalers who participate in the EXTENSION WIRING PROGRAM by showing their contractor customers that there IS BUSINESS all around them, will keep their stocks of electrical wiring devices moving at a profitable rate.

The Enlarged Hemco Line includes over one hundred wiring devices and accessories—This is high quality merchandise at 1932 prices, and spells opportunity big and bold for the alert wholesalers who handle the best the market offers.

Send for Hemco Bulletin No. 7.

# BRYANT

## SUPERIOR WIRING DEVICES

*Manufactured by*

**THE BRYANT ELECTRIC COMPANY, BRIDGEPORT, CONN.**

EW 7-32

MANUFACTURERS OF "SUPERIOR WIRING DEVICES" SINCE 1888-MANUFACTURERS OF HEMCO PRODUCTS

**BOSTON** 140 Federal Street • • • **CHICAGO** 844 West Adams Street • • • **NEW YORK** 60 East 42nd Street • • • **SAN FRANCISCO** 149 New Montgomery Street

# National Association of Radio, Refrigeration and Electrical Distributors, Inc.

THE information on this page has been prepared by H. G. Erstrom, Executive Vice-President, by Authorization of the Board of Directors of the Association on June 9, 1929

## Refrigerator Manual Secures Wide Distribution

The booklet "Merchandising Electric Refrigerators" which was recently compiled and published by the N.A.R.R.E.D. is enjoying a splendid distribution both in the number of copies circulated to the trade as well as in the geographical distribution of these copies. Orders have been received from leading distributors all over the United States, while many individual orders for salesmen's copies have been received from prominent retailers everywhere. An order from Honolulu, Hawaii, has just been received which indicates that some of the Hawaiians are vitally interested in knowing how to sell more refrigerators.

Copies of this splendid book, which will assist every retailer and salesman to create and promote additional sales, may be secured by writing direct to the National Association of Radio, Refrigeration and Electrical Distributors, 32 W. Randolph St., Chicago, Ill. The book is the handy "pocket size," 6" x 9", and contains 112 pages of vital facts and information on refrigerator selling. Several manufacturers have already ordered quantities to furnish to their entire distributing organizations. The comments received from their distributors indicate their appreciation of this service.

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## Members Adding New Lines

Inquiries at the Association's offices for information concerning allied lines of supplementary products which may be handled by its members with their regular radio distribution prompted the Association to conduct a survey of the supplementary or allied lines already being handled by its members. It was revealed that less than eight per cent of the members were exclusively radio, the remaining 92 per cent also handled other lines. Further analysis shows that 83 per cent of the members are now handling refrigeration. 30 per cent are now handling washing machines, and in most cases a line of electric ironers as well. 30 per cent handle electrical appliances of a specialty nature, while 14 per cent have already added the electric range. Other items being carried are: musical products; auto accessories; electrical supplies; hardware; toys; sporting goods; motion picture machines, and other similar items. Noticeable too, is the marked increase in air conditioning and room cooling devices.

Scores of inquiries directly on the subject of air conditioning prompted the Association to contact all air conditioning manufacturers of record, in an effort to obtain more information relative to their products. The radio - refrigeration or "specialty" wholesaler is in an admirable position to enter the field of air conditioning, particularly through the medium of portable cooling units. The portable room cooler as offered today does the work of cooling, dehumidifying and circulating the air in a very satisfactory manner. There is a splendid field for this type of equipment among restaurants, dress shops, clothing stores, hospitals, hotels, doctors' and dentists' offices, hay fever sufferers, and, of course, in homes.

**Well Known in Southern Radio Circles:** Here we have R. B. Long and G. T. Toten of Toten and Long, well known radio distributors of Savannah, Ga. Between them is the long toten pole. And what are they doing in the picture? From the angle at which this photo was taken we would guess that they were watching our photographer climb a tree.

The specialty wholesaler entering this field in its infancy can readily develop his sales forces and his technical or service departments to a point where he can capably handle the more elaborate systems of air conditioning in the near future. With his specialized contacts and his individualized selling organization, he has in air conditioning an opportunity to develop additional volume.

The Association now has a list of 22 manufacturers of air conditioning devices who have furnished information relative to their product for its files. A recent bulletin on air conditioning has just been published in response to many requests for additional information. The Association aims to keep pace with its distributor members in providing them with direct information on new products seeking the specialty channel of distribution.

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## The Refrigeration Platform

The 12 planks in the refrigeration platform recently adopted by N.A.R.R.E.D. has secured an enormous amount of publicity in the trade press and has been well received by the trade itself. It has been characterized as a straightforward statement, and is recognized as being fair to all parties—manufacturers, wholesalers, retailers, and consumers alike. This platform is now being presented to individual manufacturers for their reactions, comments and endorsements. Many of the subjects treated are of great interest to the entire trade and the Association is firm in its determination to place this platform in operating effect at the earliest possible moment.

# Association Activities

### League Managers to Discuss Three Principal Markets

The Business Program Committee for Camp Cooperation XII, to be held aboard ship en route to Bermuda next month, has announced that the discussions will be grouped according to markets, particularly the three principal markets for electrical equipment. In this way a unified program will be developed covering the cooperative stimulation of sales to the residence market, the field of store and commercial buildings, and the industrial market. All subjects will be discussed from the special league standpoint, which encompasses consideration of the interests of all branches of the industry.

Because of the tremendous potential sales in the residence field, also its special attractiveness under present conditions, and the fact that it lends itself so well to the co-operative approach, it was decided that this market should be the outstanding feature of the program, and more than half of the time of the conference will be devoted to a discussion of new and improved methods of wiring, lighting, and appliance sales to present homes.

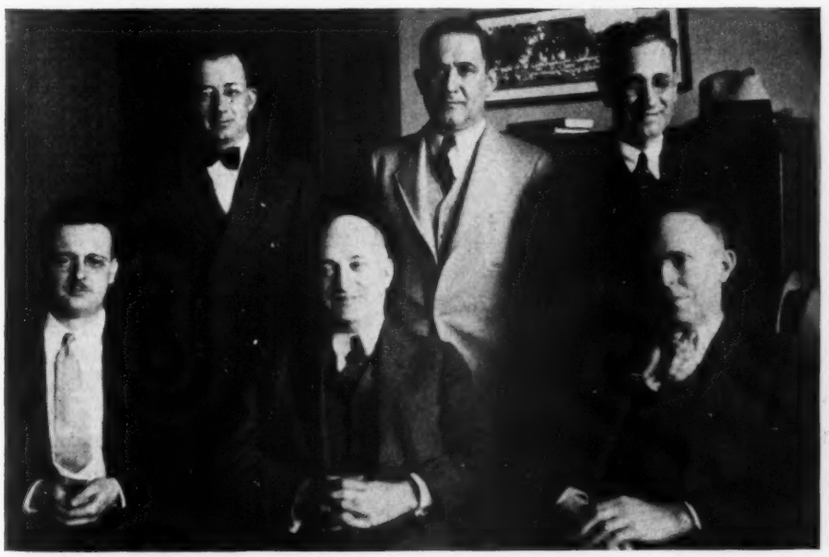
Another of the business sessions will be devoted to a discussion of the industrial and commercial markets, and will include such subjects as improved lighting, motorization, and air conditioning.

Electrical wholesalers were represented on the program committee by B. W. Clark.

▼

### Cleveland League Sponsors Merchandising Course

Fenn College, Cleveland, O., has announced an evening course in electrical merchandising and business management. This three year course was proposed and sponsored by the Electrical League of Cleveland. J. E. North, president of the League, has taken an active part in the preparation of this course.



**New Directors of Erie (Pa.) League:** Ed. A. Semmence, president, Star Electrical Co., represents electrical wholesalers on this board. That he occupies a prominent place in the councils of the league is indicated by his "front and center" position.

**Panther and Dragon have landed with both feet in the picture of commercial tapes. With quality *assured* by the backing of Hazard, Okonite and Okonite-Callender—with quality *preserved* by an air-tight cellophane wrapping for each roll—with quality *advertised* by distinctive green cores, individual boxes and striking display cartons—with this quality *controlled* and marketed exclusively through the wholesale trade—Panther and Dragon Tapes have set a new pace in friction and rubber tape turnover. Show these new numbers to *your* trade. You're bound to get a quick and favorable reaction.**

Hazard Insulated Wire Works
Division of
The Okonite Company
Passaic, N. J.

# News from the Field

**Each month "Electrical Wholesaling" sends "What's the News?" sheets to electrical wholesalers and specialty distributors. Voluntary contributions of news items and snapshots are invited from our readers**

### Federal Reserve Appointment for E. C. Graham

From Washington comes the announcement that E. C. Graham, president of the National Electrical Supply Co. of that city, has been appointed chairman of the Fifth District Bank Advisory Committee of the Federal Reserve Board. The fifth district includes North and South Carolina, Virginia, West Virginia, Maryland and the District of Columbia. Mr. Graham is also president of the Washington Community Chest.

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### Listenwalter and Gough Opens New Office

A new office and warehouse at Long Beach, Calif., for radio sales only has been opened by Listenwalter and Gough, Inc., Los Angeles.

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### W. W. Moore Heads Johnstown Automobile Company

After serving as its general manager for 10 years, Walter W. Moore has been elected president of the Johnstown (Pa.) Automobile Co., succeeding the late Philip M. Price. This firm distributes automotive parts and accessories, electrical appliances, Atwater Kent radios and Gibson refrigerators. It also handles Cadillac and Oldsmobile cars.

Mr. Moore graduated from Amherst in 1913 and, with the exception of two years in France as a captain of infantry with the A. E. F., has spent his entire business life in automotive circles.

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### New Location for American Electric Supply

Formerly located at 3704 Washington St., Boston, Mass., the American Electric Supply Co. moved to new quarters at 1142 Columbus Ave., at Roxbury Crossing, on July 1.

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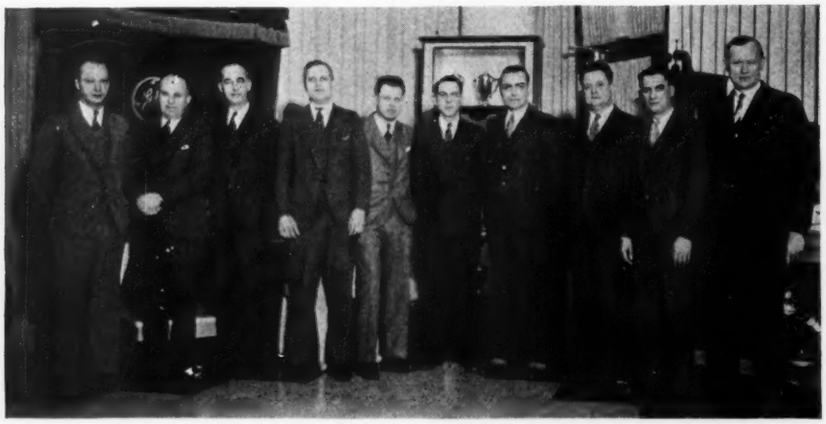
### Essex League Appoints Beller

Robert Beller, president, Beller Electric Supply Co., Newark, N. J., has been appointed chairman of the Attendance Committee of the Essex Electrical League.



**Proud of Their Business Home:** This group represents the Cleveland house of the General Electric Supply Corp., gathered in its handsome display room. Left to right, are: C. W. Hand, district operating manager; F. K. Bybee, district manager, supply sales; C. H. ("Chief") Wilson, district manager, appliance sales; C. Vadas, operating department; I. Kermode, H. W. Schoenduve and A. G. Kemp, appliance salesmen; S. D. Hopper, district specialist, construction material; W. N. Hottois, and C. A. Roach, supply salesmen.

### Busey Transferred to G. E. Merchandise Department

J. L. Busey, recently appointed general sales manager of the General Electric Supply Corp., has been transferred to the merchandise department of the parent company.

Other organization changes in the supply corporation include: branch operating managers, P. A. Sincerbox, Bangor, Me., replacing Wilfred Swaine; W. P. Richardson, Springfield, Mass., replacing F. T. Jason, and H. E. Brown, Dayton, O., replacing R. S. Brown. H. T. White succeeds J. C. Johnston, deceased, as district manager of supply sales at Kansas City. R. J. Lewis has been appointed branch manager of appliance sales at Hartford, Conn.

The Des Moines, Ia., branch has moved to 513 East Court Ave.

▼

### A. J. McGivern Joins Hole-In-One Club

Few golf clubs go through nine years with nary a hole in one ever being made on them, but that was the Vernon Country club's boast until the other day, when A. J. McGivern, Manhattan Electrical Supply Co., Chicago, sank his tee shot on the 115 yard fourteenth. Witnesses were F. W. Sextro and W. S. Lakey.

▼

### Distributor Heads Los Angeles Bureau

The recently organized Electric Refrigeration Bureau of Los Angeles has elected George Belsey, president, George Belsey Co., Ltd., distributor of General Electric refrigerators, as its permanent chairman.

▼

### Midwestern Distributors in New Quarters

Midwestern Distributors, Inc., Denver, Colo., has recently moved into its own building at 1617-23 California St., Denver, Colo.

# Personals

J. W. RYALL, former partner in the B. and R. Electric Supply Co., Denver, is again associated with that firm.

PHILIP M. MANIERI is office and credit manager of Paul's Distributing Co., Bethlehem, Pa. Other personnel changes in this company include: Sterling Genua, bookkeeper; John E. Johnson, stock room manager; Richard Rader, radio service manager, and Amos Noble, Jr., assistant to Mr. Rader.

H. J. MCCOOMBS will cover the Denver territory for Midwestern Distributors, Inc., Denver, Colo.

IRA F. SHILDMYER, formerly with the Indiana General Service Co., is sales manager at the Triangle Wholesale Electric Co., Muncie, Ind.

HARRY A. FORE has charge of sales in the radio department of Listenwalter and Gough, Inc., Los Angeles, Calif. Roland Stewart is a new member of the radio department staff. Arthur Marion is manager of the Long Beach branch of this house. R. L. Henry is a new man in the credit department.

H. T. WHITE has been appointed district manager of supply sales for the General Electric Supply Corp., Kansas, City, Mo. He succeeds J. C. Johnston, deceased.

Burt Wagle has been added to the sales staff of the Hardware Products Co., Sterling, Ill. W. W. Pifer has been assigned Boone and McHenry counties. Grant Peterson will have charge of refrigeration service.

J. N. TOHMAN is in charge of retail sales at the Plymouth Electric Co., New Haven, Conn.

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## Lines Added By Wholesalers

PLYMOUTH ELECTRIC CO., New Haven, Conn.—Mohawk refrigerator.

LISTENWALTER AND GOUGH, Inc., Los Angeles, Calif.—Philco radio for Los Angeles, San Bernardino, Riverside and Orange counties.

TRIANGLE WHOLESALE ELECTRIC CO., Muncie, Ind.—General Electric Edison heavy duty cooking equipment.

RADIO SALES AND SUPPLY CO., Denver, Colo.—Crosley radio line.

MIDWESTERN DISTRIBUTORS, INC., Denver, Colo.—Samson electric appliances.

**Now Occupying Entire Building:** Ohio Radio Wholesale, Inc., Cleveland, O., is now occupying the entire building at 3865-69 Carnegie Ave. This company recently held open house for dealers, showing the new Sparton line of refrigerators.

STUBBS ELECTRIC CO., Portland, Ore.—"ABC" oil burners.

WILLAMETTE VALLEY SUPPLY CO., Salem, Ore.—Moe-Bridges Co. lighting fixtures.

HARRY MOLL, INC., Denver, Colo.—Gibson electric refrigerators.

W. C. LANDON CO., Rutland, Vt.—General Electric refrigerators.

HUB ELECTRICAL SUPPLY CO., New York City—Columbia mail boxes and panels, Robbins and Meyers fans.

MCINTYRE-BURRALL CO., Milwaukee, Wis.—Royal vacuum cleaners, Sparton refrigerators, Clarion radio, and Buckeye refrigerators.

ALLEN ELECTRIC CO., Cleveland, O.—Landers, Frary and Clark.

F. R. GOODING CO., Wilmington, Del.—Delco fans and vacuum cleaners.

MILLER ELECTRIC CO., INC., Utica, N. Y.—Crosley refrigeration and radio.

PENN ELECTRICAL ENGINEERING CO., Scranton, Pa.—Vibrators.

BROWN CAMP HARDWARE CO., Des Moines, Ia.—Apex radio.

OAKLEY AND SONS, Boise, Idaho—Norge line.

SPRING AND BUCKLEY ELECTRIC CO., New Britain, Conn.—Colt's Patent Fire Arms Mfg. Co. switches.

HARRY ALTER CO., Chicago—Carrier-York portable room coolers.

## Reyco Adds Electrical Supply Department

In addition to its fixture business, the Reyco Products Co., 7701 S. Normandie Ave., Los Angeles, is now conducting a wholesale electrical supply department under the name of the Reynolds Wholesale Electric Co. This department is featuring standard lines of electrical merchandise.

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## Ray Thomas, Inc., Opens Sixth Store

The sixth of a group of retail stores operated by Ray Thomas, Inc., Los Angeles distributors for Westinghouse refrigerators and Atwater Kent radios, was recently opened at 303 North Brand St., Glendale, Cal., according to an announcement by E. A. Norton, general manager.

▼

## "Hot After Cold Business"

This is the title of a series of booklets being issued to Norge refrigerator dealers by Trilling & Montague, Philadelphia distributors for the Norge Corp.

Written by David M. Trilling, they contain discussions and sales facts intended to help dealers and their sales forces to promote and combat the various problems that confront them daily, and to thoroughly analyze each of these problems as the author sees them.

# Market for Electrical Products

**Compiled monthly from reports received by ELECTRICAL WHOLESALING from a selected list of electrical wholesalers and specialty distributors. The figures show the number of reports on each item received from each zone**

| COMMODITY | Zone 1 | | | Zone 2 | | | Zone 3 | | | Zone 4 | | | Zone 5 | | | Zone 6 | | | Zone 7 | | | Zone 8 | | | Zone 9 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Good | Fair | Poor | Good | Fair | Poor | Good | Fair | Poor | Good | Fair | Poor | Good | Fair | Poor | Good | Fair | Poor | Good | Fair | Poor | Good | Fair | Poor | Good | Fair | Poor | |
| **A—CONSTRUCTION & MAINTENANCE MATERIALS (SUPPLIES)** | Poor | | | Poor | | | Poor | | | Fair | | | Poor | | | Poor | | | Fair | | | Fair | | | Poor | | | |
| Conduit | 0 | 1 | 2 | 0 | 5 | 8 | 0 | 2 | 2 | 0 | 10 | 8 | 0 | 1 | 6 | 0 | 0 | 3 | 0 | 2 | 1 | 0 | 4 | 0 | 0 | 2 | 3 | |
| Conduit Fittings, Boxes, Accessories | 0 | 1 | 2 | 0 | 6 | 7 | 0 | 3 | 1 | 1 | 9 | 8 | 0 | 2 | 5 | 0 | 0 | 3 | 0 | 3 | 0 | 0 | 3 | 1 | 0 | 1 | 4 | |
| Fuses | 0 | 2 | 1 | 0 | 7 | 7 | 0 | 1 | 3 | 0 | 7 | 11 | 0 | 3 | 3 | 0 | 1 | 2 | 0 | 3 | 0 | 0 | 2 | 0 | 0 | 1 | 3 | |
| Miscellaneous Supplies | 0 | 2 | 1 | 1 | 7 | 5 | 0 | 1 | 3 | 1 | 9 | 8 | 0 | 2 | 5 | 0 | 2 | 2 | 0 | 3 | 0 | 0 | 2 | 2 | 0 | 1 | 4 | |
| Safety Switches & Panelboards | 0 | 1 | 2 | 2 | 4 | 7 | 0 | 1 | 3 | 1 | 8 | 8 | 0 | 3 | 4 | 0 | 1 | 2 | 1 | 2 | 0 | 0 | 3 | 1 | 0 | 1 | 4 | |
| Tools | 0 | 0 | 3 | 1 | 0 | 9 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 6 | 0 | 0 | 3 | 0 | 0 | 2 | 0 | 0 | 2 | 0 | 0 | 3 | |
| Wire & Cable | 0 | 2 | 1 | 1 | 7 | 5 | 0 | 2 | 2 | 0 | 12 | 6 | 0 | 2 | 5 | 0 | 2 | 2 | 0 | 3 | 0 | 0 | 3 | 1 | 0 | 1 | 4 | |
| Wiring Devices | 0 | 3 | 0 | 1 | 9 | 4 | 0 | 1 | 3 | 1 | 9 | 8 | 0 | 1 | 6 | 0 | 3 | 1 | 1 | 2 | 0 | 0 | 3 | 1 | 0 | 0 | 5 | |
| Outside Construction Materials | 0 | 0 | 2 | 1 | 1 | 9 | 0 | 0 | 3 | 0 | 2 | 12 | 0 | 0 | 6 | 0 | 0 | 3 | 0 | 1 | 2 | 0 | 0 | 3 | 0 | 0 | 2 | Poor |
| **B—EQUIPMENT & APPARATUS** | Poor | | | Poor | | | Poor | | | Poor | | | Poor | | | Poor | | | Poor | | | Poor | | | Poor | | | |
| Industrial & Commercial Lighting Equipment | 1 | 0 | 2 | 1 | 0 | 11 | 0 | 0 | 4 | 0 | 4 | 13 | 0 | 1 | 6 | 0 | 1 | 2 | 0 | 2 | 1 | 0 | 1 | 3 | 0 | 0 | 4 | |
| Motors & Control | 0 | 0 | 2 | 2 | 1 | 9 | 0 | 0 | 3 | 0 | 3 | 10 | 0 | 0 | 7 | 0 | 1 | 2 | 0 | 2 | 1 | 0 | 0 | 1 | 0 | 0 | 3 | |
| Switchboards & Accessories | 0 | 0 | 3 | 1 | 1 | 8 | 0 | 0 | 4 | 0 | 1 | 10 | 0 | 0 | 7 | 0 | 0 | 2 | 0 | 0 | 3 | 0 | 1 | 1 | 0 | 0 | 3 | |
| Telephone & Signal Equipment | 0 | 1 | 2 | 0 | 2 | 10 | 0 | 0 | 4 | 0 | 2 | 11 | 0 | 0 | 6 | 0 | 0 | 2 | 0 | 0 | 3 | 0 | 0 | 2 | 0 | 0 | 2 | |
| Commercial Equipment | 0 | 1 | 2 | 1 | 4 | 7 | 0 | 0 | 3 | 1 | 1 | 6 | 0 | 0 | 6 | 1 | 1 | 1 | 0 | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | |
| Industrial Equipment | 0 | 0 | 2 | 0 | 0 | 7 | 0 | 0 | 3 | 0 | 0 | 8 | 0 | 0 | 6 | 0 | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 2 | 0 | 0 | 1 | |
| Ventilating & Air Conditioning Equipment | 0 | 1 | 1 | 1 | 1 | 10 | 0 | 0 | 4 | 0 | 3 | 12 | 1 | 3 | 4 | 0 | 3 | 1 | 0 | 1 | 2 | 0 | 0 | 2 | 0 | 1 | 1 | Poor |
| **C—APPLIANCES AND SPECIALTIES** | Poor | | | Poor | | | Poor | | | Poor | | | Poor | | | Fair | | | Poor | | | Fair | | | Poor | | | |
| Counter Merchandise | 0 | 3 | 2 | 1 | 9 | 6 | 0 | 1 | 3 | 0 | 11 | 8 | 0 | 4 | 3 | 1 | 3 | 1 | 0 | 2 | 1 | 0 | 2 | 2 | 0 | 2 | 3 | |
| Electric Clocks | 0 | 0 | 5 | 0 | 6 | 10 | 0 | 1 | 2 | 0 | 1 | 16 | 0 | 2 | 5 | 0 | 4 | 1 | 0 | 0 | 2 | 1 | 0 | 3 | 0 | 1 | 3 | |
| Fans | 0 | 0 | 4 | 2 | 7 | 5 | 0 | 2 | 2 | 2 | 8 | 9 | 0 | 5 | 8 | 0 | 4 | 0 | 0 | 0 | 3 | 0 | 1 | 3 | 0 | 2 | 2 | |
| Heating Appliances | 0 | 1 | 3 | 0 | 4 | 11 | 0 | 1 | 3 | 0 | 6 | 12 | 0 | 2 | 5 | 0 | 4 | 1 | 0 | 0 | 3 | 1 | 1 | 2 | 0 | 0 | 4 | |
| Incandescent Lamps | 0 | 3 | 1 | 4 | 10 | 2 | 0 | 3 | 1 | 2 | 12 | 4 | 0 | 5 | 7 | 1 | 2 | 0 | 0 | 3 | 0 | 1 | 3 | 0 | 0 | 5 | 0 | |
| Oil Burners | 0 | 0 | 2 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 4 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | |
| Radio | 0 | 1 | 4 | 1 | 2 | 10 | 0 | 0 | 3 | 0 | 3 | 17 | 0 | 1 | 4 | 0 | 3 | 2 | 0 | 0 | 2 | 0 | 1 | 1 | 0 | 1 | 2 | |
| Ranges & Water Heaters | 0 | 0 | 3 | 3 | 3 | 6 | 1 | 1 | 1 | 0 | 7 | 5 | 0 | 1 | 4 | 0 | 2 | 0 | 0 | 0 | 2 | 0 | 1 | 1 | 0 | 1 | 1 | |
| Refrigerators | 1 | 4 | 1 | 2 | 4 | 3 | 0 | 2 | 0 | 2 | 4 | 5 | 2 | 2 | 1 | 2 | 0 | 0 | 0 | 1 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | |
| Residential Lighting Equipment | 0 | 2 | 2 | 1 | 4 | 7 | 0 | 0 | 4 | 1 | 4 | 10 | 0 | 2 | 4 | 0 | 0 | 2 | 0 | 1 | 2 | 0 | 3 | 0 | 0 | 0 | 3 | |
| Trains & Toys | 0 | 0 | 1 | 0 | 0 | 6 | 0 | 0 | 2 | 0 | 0 | 7 | 0 | 0 | 3 | 0 | 0 | 2 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | |
| Vacuum Cleaners | 0 | 1 | 2 | 1 | 7 | 8 | 0 | 0 | 4 | 0 | 7 | 13 | 0 | 2 | 3 | 1 | 2 | 2 | 0 | 2 | 1 | 0 | 1 | 2 | 0 | 1 | 2 | |
| Washing & Ironing Machines | 0 | 1 | 4 | 2 | 2 | 11 | 0 | 1 | 3 | 0 | 6 | 10 | 0 | 3 | 3 | 0 | 3 | 1 | 0 | 2 | 1 | 0 | 1 | 1 | 0 | 1 | 2 | |
| Other Motor Driven Appliances | 0 | 1 | 0 | 3 | 2 | 8 | 0 | 1 | 3 | 0 | 6 | 8 | 1 | 1 | 4 | 1 | 1 | 1 | 0 | 2 | 0 | 0 | 2 | 0 | 0 | 2 | 2 | Poor |
| **ZONE AVERAGE** | Poor | | | Poor | | | Poor | | | Poor | | | Poor | | | Poor | | | Poor | | | Fair | | | Poor | | | |

## STATES IN EACH ZONE

**Zone 1—New England:—** Maine, New Hampshire, Vermont, Massachusetts, Rhode Island and Connecticut.

**Zone 2—Central Atlantic:—** New York, New Jersey, Pennsylvania, Delaware, Maryland and District of Columbia.

**Zone 3—Southeast:—** Virginia, North Carolina, South Carolina, Georgia, Alabama and Florida.

**Zone 4—Midwest:—** Ohio, West Virginia, Kentucky, Indiana, Michigan, Illinois, Wisconsin and Iowa.

**Zone 5—Gulf Southwest:—** Texas, Oklahoma, Arkansas, Louisiana, Mississippi, Tennessee and Missouri.

**Zone 6—West Mid-Continent:—** Kansas, Nebraska, Colorado and Wyoming.

**Zone 7—Central Northwest:—** Minnesota, North Dakota, South Dakota and Montana.

**Zone 8—Pacific Northwest:—** Idaho, Oregon and Washington.

**Zone 9—Pacific Southwest:—** California, Arizona, New Mexico, Utah and Nevada.

# Manufacturers' Activities

**Current news of changes in policy, personnel and location. Illustrations of new and improved electrical products and announcements of latest trade literatures**

## Westinghouse Employe Sales Total $1,500,000 for May

Sales totaling $1,503,268 in May have been reported as the result of the Westinghouse employe sales campaign. This industrial group, organized for a two month period into a commercial army, developed 35,607 sales, mostly of domestic appliances; more than their pledge of one sale per individual. Thousands of recorded prospects who did not make purchases in May, gave a flying start for June, when it was announced that the campaign would be continued.

Stockholders in the company have also entered spiritedly into the campaign.

When the Westinghouse campaign was announced, May 1, many other companies requested information concerning details of the plan. More than a dozen prominent concerns, including the General Electric Co., have since launched similar campaigns. The cumulative effect of these commercial crusades, aimed at the hoarded dollar and designed to erase the "fear of spending" should make a definitely favorable impression throughout the United States, in the opinion of H. C. Thomas, general manager of the Westinghouse campaign.

▼

## Majestic Appliance Company Purchased by Dominion Electric

Announcement has been made of the purchase of the Majestic Electric Appliance Co. of San Francisco, by the Dominion Electrical Mfg. Co., of Minneapolis. The Majestic company will operate as an independent unit. Manufacturing and sales headquarters will be at 590 Folsom St., San Francisco.

E. N. Brown, former president of Majestic, has returned and will direct sales policies and activities. He states that a straight wholesaler policy will be followed in the merchandising of this line of electric waffle irons, toasters, air heaters and water heaters.

▼

## G. C. Graham With Mengel Body

After 12 years with Beaudette & Graham, Boston, Mass., George C. Graham has joined the electric appliance division of the Mengel Body Co. at Louisville, Ky. This company's new washing machine employs a drying process developed by Mr. Graham who will later direct the sale of this product in the New England territory.

▼

## Norge Sales Again Register Big Increase

Norge refrigerator sales for the month of May were 111 per cent of the sales for the corresponding month in 1931, according to Howard E. Blood, president of Norge Corp. Sales for the first quarter of 1932 were 241 per cent of those for the corresponding period in 1931. For the past 17 months, Norge has shown a continuous increase in sales of refrigerators.

**At the Orlando Convention:** During the meeting of Florida contractors and dealers, recently held at Orlando, Fla., Ernest T. Loyd, left, manufacturers' representative, and F. A. Robertson, right, local wholesaler, spent some time putting the pressure to Bob Ingalls, Miami contractor.

## Porcelain Enamel Institute Elects Staud President

Rudolf W. Staud, sales promotion manager of the Benjamin Electric Mfg. Co., Chicago, was elected president of the Porcelain Enamel Institute, the trade association of the porcelain enameling industry, at the annual meeting of that organization recently held in Cleveland.

▼

## Radio City Contract Awarded to Kliegl

Contracts for complete stage lighting equipment and special lighting devices, for two theatres now under construction in Rockefeller Center, New York, have recently been awarded to Kliegl Bros., Universal Electric Stage Lighting Co., Inc.

Most of this lighting equipment has been especially designed. It embodies the latest improvements in stage lighting facilities and includes many new ideas never before used.

▼

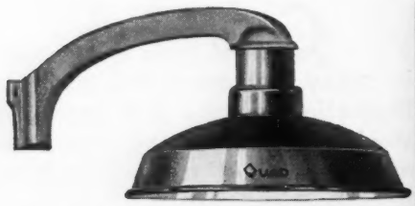
## Kearney and Chance Terminate Selling Agreement

According to a joint announcement by the presidents of both companies, the James R. Kearney Corp. of St. Louis and the Chance Co. of Centralia, Mo., have, by mutual consent, terminated the contract heretofore existing between them, effective as of May 20, 1932. On that date each company resumed the sale of its own products.

▼

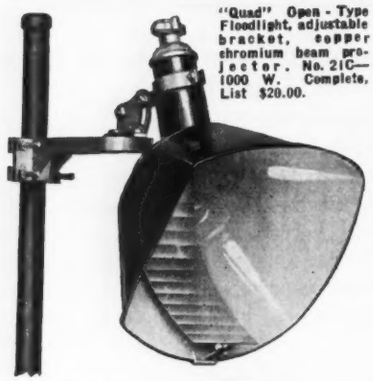
## Curtis Lighting Provides Demonstration Board

"Curti Strip" demonstration boards have been placed in the sales rooms of practically all its wholesalers by Curtis Lighting, Inc., Chicago. These boards permit salesmen and counter men to demonstrate this wiring channel to contractors and to outline to them its many uses.



Q-D Bracket Lite No. 8125K. 60-100 W., 12". List $3.60.

MORE SALES
FOR OUTDOOR & INDOOR
LIGHTING


"Quad" Open-Type Floodlight, adjustable bracket, copper chromium beam projector. No. 21C—1000 W. Complete, List $20.00.

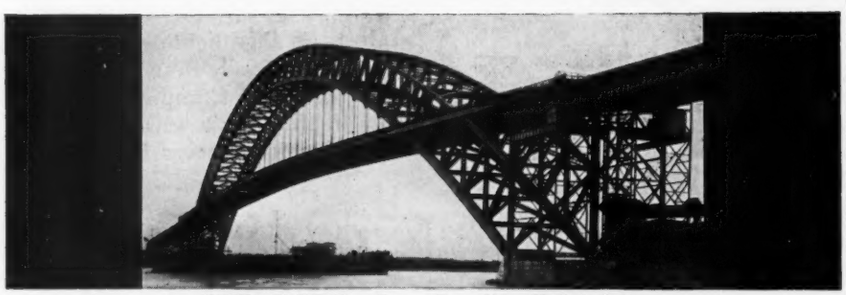
The increasing popularity of Quad lighting units is "easing" sales. The long familiarity of the trade with "Quad" quality and adaptability and the smooth functioning of "Quad" service are prime factors in this demand.

Write for descriptive circular on latest "Quad" units or complete catalog.

**Quadrangle Manufacturing Company**
**26 So. Peoria Street, Chicago, Ill.**

Standard R. L. M. Dome Reflector, No. 114—150 W. List $3.50

QUAD
LIGHTING UNITS


*Kill Van Kull Bridge—Owner, Port of New York Authority*
*Contractor, The Erickson Engineering Co.*

*Where* CONDUIT *must last*
CHOOSE FRETZ-MOON

When the builders of the Kill Van Kull Bridge, connecting Staten Island, N. Y. and Bayonne, N. J., chose Fretz-Moon Hot Dipped Galvite Conduit to carry the electrical lines, they not only provided a means of saving time and money in installation, but insured the bridge against costly conduit maintenance. Fretz-Moon Conduit is easier to bend, to cut, to thread, to install and to fish with wires. High quality, low carbon steel plus a tight, protective coating of zinc that will not scale or flake off afford wear resistance that defies time.

FRETZ-MOON TUBE CO., INC., • Butler, Penna.

FRETZ-MOON
*RIGID* CONDUIT

## R. C. Bennett Issues Statement on Manufacturers' Agents

"Economic conditions such as we are going through now bring about necessary changes in methods, management and general scheme of sales as well as changes in production, finance and service operations.

"Manufacturers' agents in these times are more in demand than in boom years, as they, through their ability to consolidate sales and service efforts of several lines, can most economically sell and service.

"Generally their knowledge and close contact in a local territory with a definite class of trade permits them to cover that territory oftener than a manufacturer's man with fewer commodities to sell.

"Manufacturers' agents vary in ability, policy and organization just as these same variations are found among manufacturers and wholesalers.

"There are agents available to fit the policy of any manufacturer from the individual selling on a commission basis either direct, through wholesalers with or without policy to the well established agent. Between these two extremes are many other classes including those without policy who resort to split commissions and other practices which have in the past given a wrong impression to some manufacturers, of manufacturers' agents as a whole.

"The function, however, of every manufacturers' agent is to sell. Being on a strictly commission basis, he has to sell to eat and he has to gauge his operations so that his cost of selling is cut to a minimum for the factories which he represents, otherwise they might better establish their own sales organization.

"A sufficient consolidation of manufacturers' lines to enable an active, well financed agent to do sufficient mass advertising and missionary work to control distribution, is today the most effective and economical way for a manufacturer to remain represented and sell at the least expense. His cost is in exact ratio to sales which give him immediate and accurate and unvarying sales cost.

"A study of an agent's lines, his methods of operating, finances and policy, will shortly convince a manufacturer whether that agent can or cannot properly represent him.

"There are many evils in the manufacturers' agency business, as

**"You Can Never Tell About a Dealer":** That's what Fred Prentice says, and he has been handling the radio department of Chanslor and Lyon Stores, Inc., Los Angeles, Calif., long enough to know something about dealers. He tells of a neighborhood butcher shop and grocery store run by an energetic young fellow who was bound to sell radios. Finally, they let him try it. He sold at night for six months and did so well that he was able to open a downtown store.

there are in other lines of endeavor. Improper combination of lines, too many lines for the agents' finances or organization and variation of policy of the various lines represented are a few.

"The point is that under present day conditions the tendency to consolidate overhead of sales cost, control sales costs, continued representation in 'off' territories, etc., is bringing the manufacturers' agency business more and more in the limelight —repopularizing a type of business which fits today's conditions."

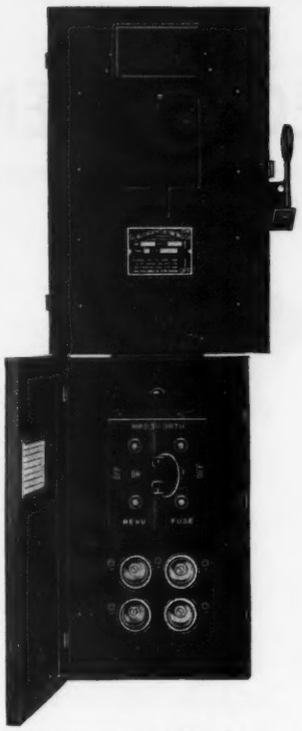
R. C. BENNETT, *I. A. Bennett & Co., Chicago, Ill.*

▼

## New Publications

AIR CONDITIONING MANUAL: 114 pp., 66 illustrations. Prepared by Air Conditioning Committee of the General Power Bureau, Pacific Coast Electrical Association, San Francisco, Calif. Discusses the functions of air conditioning, describes the operation of a complete air conditioning system, the various types of equipment available both for partial and complete installations, and reviews 50 different markets for this equipment.

INDUSTRIAL NEWS, MOTOR CONTROL MARKET EDITION containing live news from the field of industrial control, is being distributed to 18,000 machinery manufacturers, industrial plants, contractors, dealers and distributors. A limited number of copies are available to interested wholesalers without charge from the Square D Co., Industrial Controller Division, Milwaukee, Wis.

Catalog No. 1843-5BN

# RENU-FUSE

*for*

# Range Installations

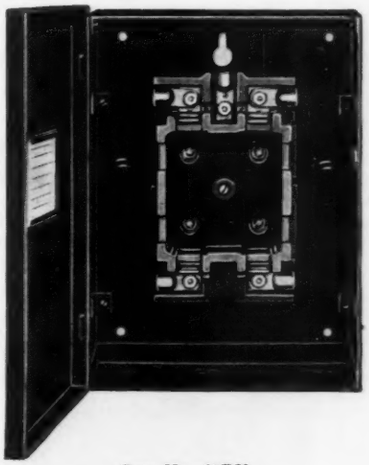
Bakelite Pull Cover

**A Safe Meter Switch with Range and Lighting Circuits.**

**Wadsworth Panels meet the most rigid electrical requirements — are known to be economical to install, reliable and safe in service.**

**Panels that will help you gain new customers and retain the business of old ones.**

**The various Range Panels we manufacture are fully described in our Catalog No. 100-A.** ***Write for it.***



Cat. No. 61BN

**Range Panel—Surface Type with dead front and pull cover removed.**

The WADSWORTH ELECTRIC MFG. CO. INC.
Covington Kentucky

**Safety Electric Switches**

**Display Lighting Units**

# • New Products SUPPLIES and EQUIPMENT

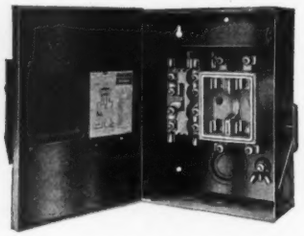
## Capacitor Motors

These are condenser-start, condenser-run split-phase motors, the condenser

capacity varied from start to run by means of a switch and auto transformer. A box is mounted as an integral part on the top of the motor to accommodate the condenser and auto transformer. Available rigid-mounted or rubber-mounted and drip-proof or totally enclosed. The capacitor motor illustrated has a rubber-mounted base and is designated as type "RZHR". *Write to* the Wagner Electric Corp., 6399 Plymouth Ave., St. Louis, Mo.

## New Line of Meter Switches

This new line of switches takes full advantage of the simplified service requirements of the 1931 Code. Two distinct types are offered and, in addition,



combination range switches built with each of these types used as the basis. The combination switches are especially suitable for use in connection with range campaigns. They provide for four, six or eight lighting circuits in addition to the range circuit. *Write to* the Colt's Patent Fire Arms Manufacturing Co., Dept. E D, Hartford, Conn.

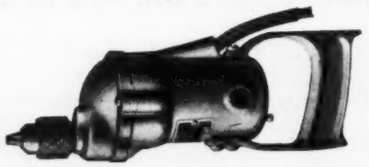
## Power Adapter

This power adapter is a worm-driven die stock using interchangeable die heads to thread all sizes and kinds of pipe from ½" to 2". It is operated by means of either a ¾" heavy duty electric drill or a compressed-air drill. With this adapter it is possible to thread pipe (up to 2") by power, using hand tools.

On the rear it has a self-centering chuck to hold it squarely and firmly on the pipe. On top is a convenient grip for easy handling. The double-ended drive enables one to cut right or left hand threads or to back-off by power. A driving socket to fit electric or air drill chuck is supplied with each adapter. List price $39.50. *Write to* the Borden Co., Dept. 232, Warren, O.

## Midget Drill

Weighing only 3½ lbs. and only 8" long (without removable handle) this midget drill has been designed for light duty work and where close quarter operations are necessary. The body is of aluminum and the gears are the double



reduction type, made of hardened chrome manganese steel, operating in a grease tight compartment. A universal motor is used and the drill is furnished with a ¼" screw back chuck. The removable handle is bolted to the body. A 10' rubber covered cable and a soft rubber renewable attachment plug are standard. List price $23.00. *Write to* the U. S. Electrical Tool Co., 2490 W. 6th St., Cincinnati, O.

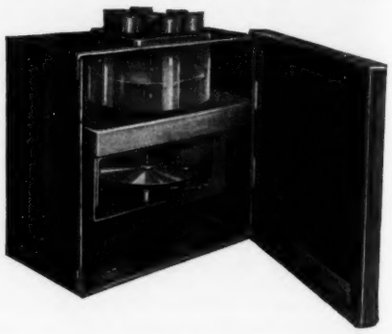
## Socket Suspension Reflectors

This commercial line has been developed to meet the voluntary demand of

contractors and fixture dealers for reflector units adaptable to the wide variety of installation conditions which are met with in commercial practice. A series of units from 75 to 300 watts is obtained by the use of single, double and triple combinations of the same reflector form. This series, designated as W-100, W-150 and W-300, is offered in matt aluminum finish. *Write to* the F. W. Wakefield Brass Co., Vermilion, Ohio.

## Motor Driven Flasher

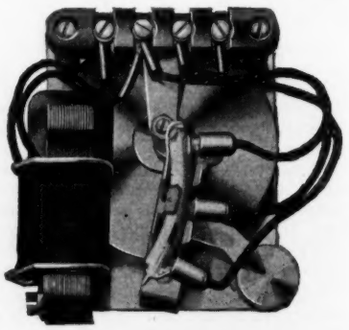
This Neonimator, a motor driven flasher for Neon signs, flashes the high voltage or secondary side of neon trans-



formers. Accurate timing is assured as it is motor driven and is adjustable for speed. Contact is made and broken through a spark. It is used for a large variety of effects. The motor is an induction disc type, with speed range from 30% fast to 30% slow. Current consumption is five watts or less. It can be used on any a.c. 110 v., 60, 50, or 25 cycle line. Will flash from 15 to 200 times per minute. *Write to* the Reynolds Electric Co., 2609 W. Congress St., Chicago.

## Complete Line of Electric Flashers

Four types are included in this line: (1) on-and-off type; (2) speed border flashers; (3) speller flashers, and (4) combination flashers. These flashers may be employed for: flood light controls (color changers); crossing markers; code flashers; time delay switches;



time limit lockout switches; time limit switches; relay switches; traffic controls; stoker controls; conveyor controls; gas producer controls; laundry and dry cleaning machinery controls; bread mixer controls, and siren controls. *Write to* the Triplex Products Corp., Chanin Bldg., New York City.

SHERMAN
SOLDERING LUGS

SOLDERING LUG
(Standard)

Patented

THE complete SHERMAN line being made by a patented method that prevents solder leaks, messy jobs and wasting of solder, should always be uppermost in your mind when your contractor customers ask about Soldering Lugs.

And for your central station customers we manufacture a line of Heavy Duty Soldering Lugs made exactly to meet the specifications of the N.E.L.A. Committee.

SHERMAN Soldering Lugs are approved and listed by the Underwriters' Laboratories.

H. B. SHERMAN MFG. CO.
Battle Creek, Mich.

SALESMEN—
WHAT IS YOUR
HOBBY?

Fishermen,
Golfers,
Hunters,
Bowlers,
and others

Send in Your Snapshots
to
ELECTRICAL
WHOLESALING

## Latest Trade Literature

WESTINGHOUSE LAMP CO., East Pittsburgh, Pa.—Two new home lighting folders have just been released. "A Recipe for Good Home Lighting," covers the proper lighting applications for the living-room, bed-room and bath-room. This is a six-page folder, printed in two colors. "Lighting Your Hall, Kitchen and Dining Room" covers the proper application for these rooms. This is also a six-page folder printed in two colors.

GENERAL CABLE CORP., 420 Lexington Ave., New York City—A new booklet on building wires and cables describes the different brands of this manufacturer. This booklet will be distributed to wholesalers, contractors, etc., through the corporation's branch offices.

WAGNER ELECTRIC CORP., 6399 Plymouth Ave., St. Louis, Mo.—A six-page loose-leaf bulletin on capacitor motors illustrates and describes the Wagner line of RZHR (rubber-mounted) and RZH (rigid-mounted) motors, and includes a history of the development of capacitor motors dating from the year 1892. Ask for bulletin 167, part 6.

IDEAL ELECTRIC & MFG. CO., Mansfield, O.—A new bulletin is now available giving full details on the design, characteristics, and construction of the Noel polyphase capacitor motor. This bulletin (No. 210) contains a complete illustrated description of the Noel motor and its capacitor characteristic curves, and a list of 30 advantages obtained inherently with the Noel polyphase capacitor motor design.

WESTINGHOUSE ELECTRIC & MFG. CO., East Pittsburgh, Pa.—"Nofuse" load centers, panelboards and switchboards; meter services; outdoor and indoor commercial and industrial type circuit breakers, all using the "De-ion" principle of arc extinction which enables the elimination of fuses and knife switches for circuit protection and control, are described in a recently published 76-page illustrated publication, identified as catalog 2246.

**Leaders in Two Fields:** Bobby Jones (left) is giving Rex Cole a few pointers as they follow the ball around on an Augusta, Ga., links.

KLIEGL LIGHTING

Back *of the* Footlights
*there's profitable*
business *for*
Jobbers

THE stage electrician buys theatrical lighting specialties. Do you get your share of this business? Kliegl products are well known, priced right, built right, and thoroughly dependable; and everything needed for theatrical lighting can be supplied.

| | |
|---|---|
| Stage Pockets | Spotlights |
| Wall Pockets | Floodlights |
| Panel Pockets | Aisle Lights |
| Plugging Boxes | Music Stands |
| Footlights | Color Mediums |
| Borderlights | Stage Cable |
| Connectors | Sundry Supplies |

*Write for current trade catalogs and jobbers' discount*

KLIEGL BROS
UNIVERSAL ELECTRIC STAGE LIGHTING CO., INC.
321 WEST 50th STREET
NEW YORK, N.Y.

Are you looking for an additional profitable line—one that has merit, unlimited market, and a satisfactory profit?

We are looking for distributors who can do a real selling job—highly successful organizations with proven sales records; a sales force trained to sell through retail outlets and direct to consumer.

Our organization is well rated, has had more than 30 years successful experience manufacturing quality electrical apparatus, offers a complete line of guaranteed electrically operated automatic heat control devices that carries with it a complete sales and merchandising plan.

More than 50,000 installations giving satisfaction.

The next major industry will be air conditioning and temperature regulation in the home, and this is your opportunity to get in on the ground floor of this new industry.

This heat control has outstanding merchandising features, sells for less than $50.00, and gives a profit of from 25% on wholesale business to 62% on direct sales.

We are particularly interested in distributors handling electrical appliances, refrigerators, radios, etc., who have the capital and sales organization to do a real selling job.

Address Box C732
ELECTRICAL WHOLESALING
520 N. Michigan Ave.
Chicago, Ill.

# • New Products
# APPLIANCES and SPECIALTIES

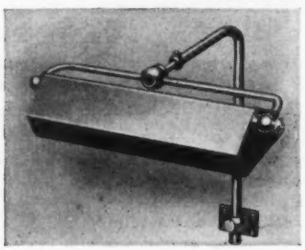
## Electric Vacuum Cleaner

This straight suction cleaner is equipped with a patented thread-picking,

self-cleaning nozzle which permits the fast removal of all surface litter. Other features include: unusually powerful suction; non-dragging action; dust bag of specially woven cloth; strong steel handle; casters of special vulcanized rubber; flexible connecting cord of ample length; powerful motor; simple gravity oiling system; broad-blade, balanced fan. Retail price $24.50. *Write to* Landers, Frary and Clark, Dept. 422, New Britain, Conn.

## Picture Lights

The specially designed housing and reflector of these new picture lights assures better distribution of light for the proper illumination of paintings of all



types. The supporting bracket is of single arm and fork type construction, permitting vertical and horizontal adjustment. The swivel arrangement on the fork permits of housing adjustment. All adjustments can be locked in permanent position. Each unit is completely assembled and wired with four feet of silk covered cord. *Write to* the Wadsworth Electric Mfg. Co., Inc., Dept. R, Covington, Ky.

## Semi-Variable Resistors

This line of semi-variable resistors has been increased to include values up to 100,000 ohms. A new feature, known as a percentage-of-resistance scale, is now standard on all units. The scale, which is marked on the side of the unit, permits setting the adjustable lugs to the desired resistance without complicated meter readings. These semi-variable, "Davidohm" resistors are of the vitreous enameled, porcelain type. They are made in three sizes, 2", 4" and 6", rated at 30, 55 and 75 watts respectively. *Write to* the Ohmite Manufacturing Co., 635 N. Albany Ave., Chicago.

## Improved Portable Outlet

An extra thin "under-the-rug" connector has been developed for this port-

able outlet. This connector is a rubber strip in which are moulded two parallel conductors. It is less than half as thick as the one formerly used and approximately one-third of the former width. Despite the reduction in size, the wire in the new cord is of standard weight and capacity. Improvements in the insulation have also been made which provide an absolutely safe conductor. *Write to* the Belden Manufacturing Co., 4689 W. Van Buren St., Chicago.

## New 2.5 Volt Tubes

This new series of 2.5 volt tubes, types 46, 56, 57, 58 and 82, contribute to economical set design because of their reduced size. The type 46 is a duo-grid power amplifier tube for use as a Class "B" amplifier, or as a driver tube in Class "A" amplifiers. Type 56 can be used as a detector, amplifier or oscillator. Type 57 screen-grid detector amplifier and type 58 variable-mu r.f. pentode tubes are of "dome" type construction. Type 82 fills the demands for increased power through the use of Class "B" amplification. *Write to* the Arcturus Radio Tube Co., Newark, N.J.

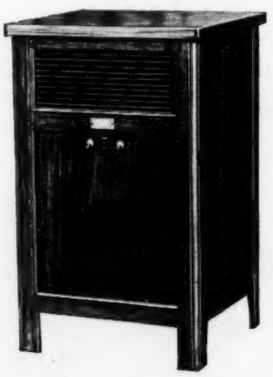
## Washer-Dryer

A new type of apartment-size washing machine combines a motor-driven

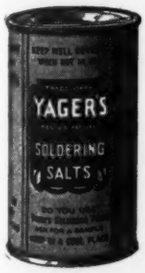
washer and a unique type of hydraulic pressure dryer. The washing principle used in this washer-dryer is the same as that used on 80% of all washing machines. The drying feature is unique in that the clothes are pressed dry by hydraulic pressure. The pieces are not fed into the dryer one at a time. The entire batch is dried simultaneously in 30 seconds. There is no possibility of broken buttons or of damage to either the clothes or the operator's fingers. Retail price $39.50. *Write to* the Mengel Body Co., Dept. W, Louisville, Ky.

## Portable Air Conditioner

Installed in an attractive cabinet, this portable unit operates from any light



socket without the necessity for installation. This device takes the inside air, plus that which seeps in through normal building leakage, and, its manufacturer claims, performs all the requirements of air conditioning. It filters out dust, dirt, germs, pollen, fumes, etc., cleans the air by washing, circulates it evenly to every nook and corner, humidifies in winter and produces a cooling effect when desired. As logical a line for the specialty distributor and dealer as any appliance he now handles. *Write to* the Clements Manufacturing Co., 6650 S. Narragansett Ave., Chicago.




In standard containers. Also 25, 50 and 500 lb. drums.

Since 1873 industrial plants, electrical contractors and motor repairers have been using Yager's Soldering Salts. The quality has been the same since the first day they were placed on the market.

*Write for sample.*

**ALEX R. BENSON CO., Inc.**
**Hudson, N. Y.**

**ASSOCIATED ELECTRICAL AGENCIES**
755 W. Jackson Blvd.,
CHICAGO

**Manufacturers Agents with warehouse facilities and representatives with exceptional contact. Regularly cover the States of Illinois, Wisconsin and Indiana on Electrical Building Materials. We are looking for additional kindred lines.**

**SUPERIOR PORCELAIN**
*for*
**Better Installations**

Nail Assembled Knobs
Special Porcelain
Tubes
Cleats

*Write for Prices*

**SUPERIOR PORCELAIN CO.**
Parkersburg, W. Va.

## Men Available

**Manufacturers' Representative:** Wishes to add an additional line for Chicago and adjacent territory. Seven years electrical wholesale and industrial sales experience in Chicago area. Address Box 71, ELECTRICAL WHOLESALING, 520 N. Michigan Ave., Chicago.

**Manufacturers' Agent:** With headquarters in Indianapolis, Ind., who is well acquainted with wholesalers and the retail electrical trade, wants lines for Indiana and adjoining states. Address Box 72, ELECTRICAL WHOLESALING, 520 N. Michigan Ave., Chicago.

**Experienced Electrical Salesman:** Background of seven years with prominent manufacturer preceded by five years with metropolitan wholesaler. Thoroughly familiar with Illinois, Indiana and Wisconsin territory. Open for connection with manufacturer on agency basis or for full time position on manufacturer's sales force. Address Box 73, ELECTRICAL WHOLESALING, 520 N. Michigan Ave., Chicago.

**Manufacturers' Representative:** Now representing a leading conduit manufacturer in Central New York State desires to secure several additional lines for this territory on a commission basis. Address Box 75, ELECTRICAL WHOLESALING, 520 N. Michigan Ave., Chicago.

▼

## Positions Available

**Representatives:** Western representative of four large manufacturers desires exclusive representation in St. Louis, Kansas City, Omaha, Davenport, Oklahoma City, Denver, Dallas, Houston, New Orleans, Memphis, Louisville and Indianapolis. Straight commission. If you know the trade in your territory, are willing to do missionary work tirelessly and cooperate with the wholesalers this is a real opportunity to build a permanently good income. Write fully stating your qualifications and experience. Address Box 74, ELECTRICAL WHOLESALING, 520 N. Michigan Ave., Chicago.

**Salesman Wanted:** By a well rated and nationally known manufacturer of a complete line of automatic heat control devices. Must have a successful record of producing volume business on an item to retail at $50.00. 97% of the homes are prospects. To real salesman we offer a complete sales merchandising plan, including deferred payments, and an opportunity to make large profits and establish himself permanently in a growing industry with unlimited possibilities. If you can qualify, write full details in first letter. Address Box 76, ELECTRICAL WHOLESALING, 520 N. Michigan Ave., Chicago.

▼

## George B. Riddle Joins Gibson

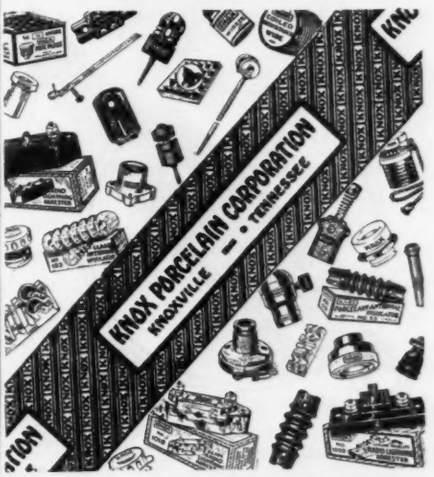
A new addition to the growing executive family of the Gibson Electric Refrigerator Corp., Greenville, Mich., is George B. Riddle who has recently left the Rath Co., Waterloo, Ia., to become assistant director of sales promotion for Gibson.

LET
**Blake**
TRADE MARK

**Be Your BUY-WORD when ordering INSULATED STAPLES**

Made exclusively by
**S. H. COUCH CO., INC.**
Established 1896
NORTH QUINCY, MASS.

*Manufacturers of*
Private Telephones, Annunciators, Apartment Mail Boxes, etc.




*Glass—Porcelain—Bakelite*

*Specify* KNOX

**QUALITY ELECTRICAL PRODUCTS**

Manufactured By
**Knox Porcelain Corporation**
Knoxville, Tenn.

"A great blade"

*say Electrical Contractors*

of the New Self-Starting

**DUPLEX**

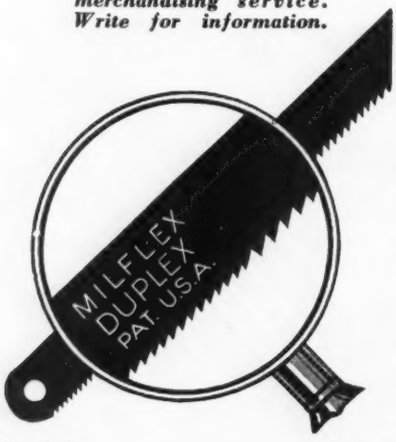
Patented U. S. A.

**HACK SAW BLADE**

*With the Self-Starting Teeth*

**SELL this blade to every customer on your books, along with other electrical supplies. Your percentage of profit is large, and with repeat sales, Duplex Blades will quickly develop into staple line. The Electricians Special Duplex blade is made expressly for electrical work and advertised monthly to electrical contractors.**

***Take advantage of our merchandising service. Write for information.***




Fine Teeth on forward end start the cut smoothly

Regular Teeth Complete the cut

**For BX, METAL CONDUIT, WIRE MOLD, ETC. SELL THE**

**—ELECTRICIANS— SPECIAL**

**THE HENRY G. THOMPSON & SON CO.**

*Est. 1876* *New Haven, Conn.*

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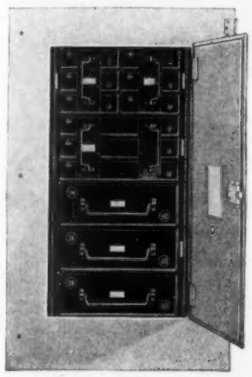


Converti-Fuse Panelboard
For Power and Lighting Circuits

# MODERN EQUIPMENT FOR MODERN INSTALLATIONS

The necessity for bringing to life long delayed distribution maintenance programs reveals the sales opportunity for distribution material.

This factor of replacement or additional equipment due to obsolete or inadequate control is true, not only in Industrial Plants, but in office buildings and the home.

Added loads or extension wiring call for added control equipment, and many times mean revamping the entire electrical distribution system. Economies which can be affected by modern efficient control cannot be overlooked, and many times pay for the cost of new installations in a short time, because of reduced maintenance cost and reduced voltage losses.

*Circle "T" products reflect this demand for new types of equipment.*

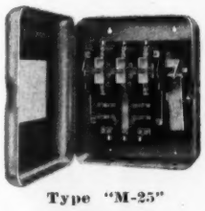
Type "T.T."

**Type "TT"** (Thermostatic Tumbler). For controlling single phase motors up to ½ H.P. 220 V.A.C. and ¼ H.P. 110 V.A.C. Thermostatic Overload Protection Unit stands heavy starting loads, or overload for short time without tripping — will trip switch before overload can damage motor.

Type "TM-2"

**"F.O.I."** (Front operated interlocking). A dead front distribution board developed to meet the demand of architects, engineers, contractors and maintenance men for a distribution board which will provide 100% safety to the operator and is neat and compact.

**"T.M.-2".** 2 H.P. at 110-550 V.A.C.; ½ H.P. at 250 V.D.C.; 10 A. Rating. A front toggle operated switch with overload protection provided by heater units. Available for either surface or flush mounting—2 and 3 pole.



Type "M-25"

**The Unit Panelboard** illustrated is of single door construction, contains single pole tumbler switches and plug fuses. Built in any desired number of circuits in multiples of four.

**Type "M-25"** Magnetic Motor Starting switches rated 25 H.P. at 550-600 V.A.C. polyphase. Overload protection provided by interchangeable heater units 8 to 60 amperes.

Furnished local, remote or automatic control.

Type "R.B."

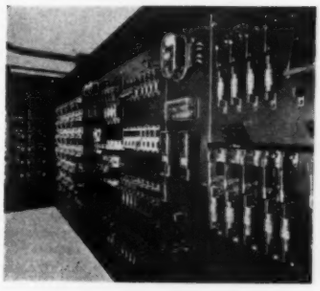
**Main Switchboards** of all types made up of open knife switches. Built according to individual specifications and requirements.

**Type "R.B."** (Receding Blade) Safety Switches provide long life, dependability and low maintenance cost due to their rugged construction and minimum number of operating parts.

Regularly listed either side or front operated.

"F.O.I."
Front Operated Interlocking
Dead Front Distribution Board.

Unit Panelboard



Main Switchboard

THE TRUMBULL ELECTRIC MANUFACTURING COMPANY
PLAINVILLE, A GENERAL ELECTRIC ORGANIZATION CONN.

*The Standard "Dolly Madison" Model, one of three beautiful new additions to the line that are attracting buyers as no electric ranges have ever done before.*

# "Standard" offers everything you need to make money

(1) Representation that gives the jobber and dealer access to the finest specially-designed ranges, for the most expensive installations.

(2) Ranges that have for two decades demonstrated their ability to satisfy American women in every respect.

(3) Domestic models equipped with every feature that makes for fast, economical and convenient cooking, including new cabinet models that have established a precedent in electric range design and construction.

(4) Prices that enable both distributor and dealer to compete with other lines without any disadvantage whatever.

(5) A broad line of quality ranges to meet every requirement—domestic, commercial, apartment, institution.

(6) The longest exclusive experience in the whole field of electric range manufacture.

(7) A policy that has *always* recognized the importance of the jobber and dealer in the distribution of electric ranges, and that provides for full cooperation with them in all their sales promotion.

**The Standard Electric Stove Co.**
**Toledo, Ohio**

**Mail this Coupon**

Without obligation, send us
Details of Dealer Plan ☐
Distributor Plan ☐
Catalog ☐

Name.....

Address.....

City.....State.....

Standard
ELECTRIC RANGES

NDS
NDS & OFFS
AND OFFSETS
ROOM PIPING
OFFSET
NATIO
ELECTRIC PRA
WIRING 6
WIRES AND